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Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

NEW YORK
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Rough Proofs

The most plausible explanation for the depression is offered by Julius Tannen, who says it's because the banks are carrying more people than the railroads.

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Goodyear is putting over a balanced tire, and Pillsbury is winning success for balanced flour, but Mr. Hoover is still having his troubles achieving a balanced budget.

▼ ▼ ▼

Photoplay is undertaking a new promotion featuring film-folk fashions. But who would have thought there was such variety in one-piece bathing-suits?

▼ ▼ ▼

Hard work is the first requisite for success in advertising, it was agreed at a University of Missouri clinic, but an uncle with a sizeable advertising account has been known to help.

▼ ▼ ▼

"Go to sleep instantly tonight!" urges Ovaltine.

But suppose she insists on telling just how she bid and played a grand slam at her bridge club?

▼ ▼ ▼

Ken-L-Ration is being advertised in full-page magazine space for the first time, but of course the market's got a lot bigger since so many businesses started going to the dogs.

▼ ▼ ▼

"The substantial sound that greets your ear as a door is closed."

The most substantial, however, is heard right after the prospect has said "No!"

▼ ▼ ▼

Harry Bullion has joined the William M. Brown Agency in Detroit, and it is already rumored that Mr. Brown expects to make a lot of money out of Harry.

▼ ▼ ▼

Every Westinghouse employe, from the president down, will sell one appliance this month, without discount or commission. Even the salesmen will be permitted to participate in the operation of the plan.

▼ ▼ ▼

Imitators, complains Hire's Root Beer, even go so far as to fake the foam. That seems to be an extreme case of adding insult to injury.

▼ ▼ ▼

National advertisers attending the A. N. A. convention in Cincinnati next week will probably find the town celebrating—especially if the Reds are still winning.

▼ ▼ ▼

A New York agency has announced the appointment of a traffic manager, and the representatives all hope the advertising traffic won't run into any red lights.

▼ ▼ ▼

Advertising men who have always insisted that there is nothing that can't be advertised are pointing triumphantly to Montgomery Ward's latest catalog special — a mail-order urine analysis for $1.50.

▼ ▼ ▼

President Hoover has promised to send a message on advertising to the A. F. A. convention next month. Perhaps by that time he can make it a testimonial.

COPY CUB.

Hart Schaffner & Marx in Appeal to Women

OFFER MYSTERY EXCURSION TO CHICAGO PUBLIC

B. & O. to Run to Unknown Destination

Chicago, May 12.—The mystery excursion, a new form of railroad promotion proved successful in Europe, will be tried for the first time in this country when a Baltimore & Ohio train leaves Chicago Sunday morning, May 22, for an unknown destination with a holiday crowd of pleasure seekers.

The excursion is being advertised by a two-week newspaper and direct mail campaign, copy describing the outing as follows:

"If you hate humdrum and thrill to adventure, this is your trip. A whole, long day in the open. Swimming, boating, hiking, tennis, fishing, golf, bridge and dancing far into the night.

"Your destination's a secret. Your engineer's under sealed orders. Your comfortable B. & O. train has a blind date with a big blue lake and a luxurious hotel—and that's all anybody knows!"

The all-expense price is $5, which covers transportation, sports and meals. The train will return by 6:00 a. m. Monday.

Direct mail was sent to a list of 10,000, made up of patrons of former excursions and those who have indicated their interest in such an outing by making inquiry of the company.

Genesis of Plan

Fortified by the conviction the pleasure-seeking public will appreciate relief from the bother and uncertainty of individually planned excursions and the advantage of economical mass operations, the Baltimore & Ohio and other roads will test other experiments of this nature during the summer.

Variations will consist of announcing the destination, conducting longer excursions and incorporating outstanding entertainment attractions.

Railroad men say the development marks a new phase of competition between railroad and automobile, based on the realization that the automobile is supplying a dual demand for recreation and transportation and that the railroads, too, must supply both if they are to compete on an equal basis for the transportation business.

As a preparatory step, advertising managers of several roads united last year to secure modification of laws of trespass, making possible foot and cycle paths separate from roads, similar to those of Europe. In some instances, excursions will be sponsored by hiking clubs and other organizations.

Baltimore & Ohio advertising is directed by Batten, Barton, Durstine & Osborn, who have scheduled for the mystery trip promotion one insertion of a 60-line advertisement in the *Chicago Tribune*, *Chicago Daily News*, *Chicago Evening American* and *Chicago Daily Illustrated Times*.

Benson Clarifies Agencies' Position In Discount Debate

New York, May 13.—Announcement by *Pictorial Review* of advancement of its "on-sale" date has directed attention to opposition of the American Association of Advertising Agencies to paying for advertising until after the issue containing it has reached subscribers.

Lee Ellmaker, publisher of *Pictorial Review*, said the June issue was out May 10, instead of May 15, as under the old schedule, and payment will be due May 15.

The change was made in the publication date rather than the discount date, Mr. Ellmaker said, in order that there will be no change in the billing to the agency and still meet the Four A's viewpoint.

"For the most part, publications admit the justice of our request for a reasonable interval between publication and payment," John Benson, president of the Four A's, told ADVERTISING AGE. "On the whole we have found them quite willing to cooperate with us.

"The agency's position on the question of advance billing seems fairly clear. It has been the practice of many publishers to bill the agency for space in advance of actual publication and the agency had to pay for the advertisement before it ran, if it wanted to take advantage of the cash discount.

"In the past, when there was less question of credit than at present, most agencies made these advance payments, although it is contrary to general business practice.

"Recently, because of this arrangement, several of our members have been forced to take a loss following

AGENCY LEADER

John Benson

publication failures. In the case of five different magazines, members paid for insertions in issues which never appeared.

Study the Question

"And apparently they have no redress. The money they paid the bankrupt publishers evidently goes into the general fund, instead of being returned to the agencies. Several of our members have filed suits, which are still pending, in an effort to get back some of their money.

(*Continued on Page* 10)

Last Minute News Flashes

Turner Jones to Open A. N. A. Meeting

(Other details on Page 15)

New York, May 13.—Turner Jones, vice-president of the Coca-Cola Company will be the first speaker at the May 19 session of the Association of National Advertisers in Cincinnati. He will be followed by three other members in 15-minute case success talks.

Thursday noon will be devoted to a luncheon for new members, with P. J. Kelly, B. F. Goodrich Rubber Co., presiding. Afternoon addresses by Roy Sheldon, Industrial Design, Inc., and Johnson Rogers, Topics Publishing Co., will be followed by group sessions.

George W. Vos, Texas Co., will preside at a radio meeting Thursday evening. W. A. Grove, Edison General Electric Co., will preside Thursday morning and Arthur H. Ogle, Bauer & Black, in the afternoon.

An address on "Sound Circulation, the Basis of Proper Rates," has been transferred from Saturday to Friday morning. Col. Frank Knox will be the speaker.

"How Advertising Can Sell Goods in the Present Market" will be given Saturday morning instead of Friday.

Ward Publication Account to L. & T. and L.

Chicago, May 13.—Lord & Thomas and Logan, who handle the radio account of Montgomery Ward & Co., will also place the publication advertising after June 1.

Walter Drey Resigns from "Forbes"

New York, May 13.—Walter Drey has resigned as vice-president and advertising director of "Forbes Magazine" to become vice-president of Cambridge Associates, Inc., Boston.

Mr. Drey will make his headquarters in New York City.

'KEEP HUSBANDS FIT WITH NEW ATTIRE,' PLEA

Copy Is Used by Thirty Local Dealers

Chicago, May 13.—In copy provided by Hart Schaffner & Marx, the company's dealers throughout the country are making a direct appeal to women to insist that their husbands maintain their morale in the face of depression by looking prosperous.

The ring of sincerity providing a remarkable contrast to most current retail advertising, the copy points out that every aspiration of feminine readers and their families will be best served by devoting more thought and attention to the appearance of their husbands.

Incidentally, the advertising makes a contribution to the entire clothing industry by asserting that new attire is the main issue, and the brand of less importance.

The first piece of 1,260-line newspaper copy provided by the big clothing advertiser has been used by about 30 dealers in as many cities. It attracted so much comment that a second piece, tapping the same basic emotions, will probably be prepared. Levy Brothers, Louisville, had the distinction of being the first to use the first mat.

A Hint for Women

The copy, headed "Silent Men," and giving "A hint to the women of ———," points out that the average husband is inclined to think too much of his family and too little of himself.

In a thoughtful and non-argumentative mood, it says that individual progress, particularly difficult just now, is more than ever dependent on good appearance.

"*This is about the man you know best*," the copy begins. A few paragraphs down, it gets into the swing of its story in these words:

"All day long, as a man goes about his affairs, the world is doing its best to undermine his self-confidence. You would probably be astonished if you knew how often that man you know best comes home with his confidence in himself all battered up—even in normal times.

"As for times like these, when everybody's self-confidence is being severely tested, he needs all the help he can get at home. In particular, he needs to have you make him do something he knows in his own heart he ought to do—keep up his 'front' before the world by dressing like a successful man.

A Crucial Period

"If he does not guard his self-respect now, he may lose more ground as a result of this depression than he can ever hope to regain when good times return.

"Clothes are not everything in the battle of life and business, but there is no getting around the fact that when a man's clothes begin to grow

shiny and threadbare, his self-respect deserts him. He simply can't do himself justice. . . .

Appeal to Women

"In passing on this hint to you, we are not blowing our own trumpet. Naturally, we'll be pleased if he selects Hart Schaffner & Marx clothes. But we are not talking about ourselves just now. We are talking about that man of yours. . . .

"As the exclusive dealer in Hart Schaffner & Marx clothes, now selling at the low prices of 16 years ago, we know we shall get our full share of business if you and the other women of this community take a hand in this situation. . . .

"We do not advocate overstraining the family budget, but we have an abiding faith in the ability of you women to manage somehow to find a way to help your man get the new clothes so many of them sorely need. And so we have broken the silence-about-clothes in this direct fashion.

"Won't you do something about it right away?"

Carl W. Chapin is the company's advertising manager.

DEBATE 'F. O. B.' VS. 'DELIVERED' PRICES ON CARS

Detroit, Mich., May 13.—The automobile industry debated institution of "delivered" instead of "f. o. b." prices as 100 field managers of the newly-formed Buick - Olds - Pontiac Sales Company met, the field staff of DeSoto Motor Corporation attended a two-day jubilee and Continental Motors Corporation held a conference.

The National Automobile Chamber of Commerce suggested consideration of the change of policy. Its operation would be complicated by the necessity of advertising prices by communities or zones.

In support of the change it was officially submitted by the N. A. C. C. that certain manufacturers believe quotation of "delivered" prices would aid materially in restoring public confidence and eliminating misunderstandings.

Heads of sales departments of all companies are to forward recommendations to the national body. The N. A. C. C., in turn, will ask members to abide by the majority opinion.

Hudson Motor Car Company tried the "delivered" price idea several years ago, but was forced to abandon it when other manufacturers refused to fall in line.

New Speedwagon

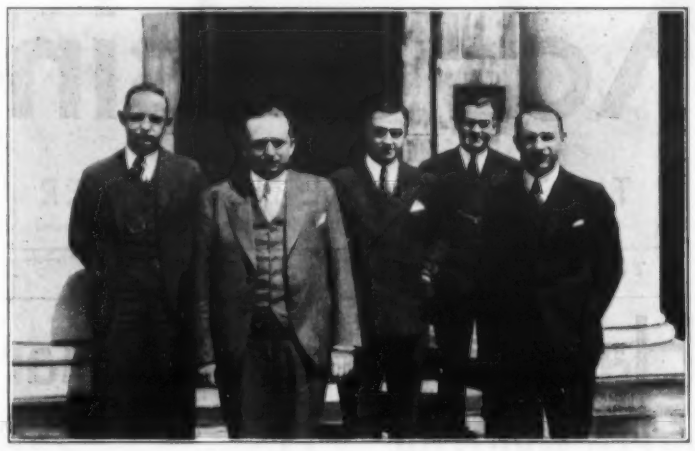
Reo Motor Car Corporation, it was learned, will announce in *The Saturday Evening Post* of June 4 a new model "Speedwagon," featuring a "gold crown engine." The campaign will embrace extensive newspaper schedules.

Rumors filled the meetings that one manufacturer of a middle priced car will soon come out with an automobile to challenge the $500 price field. Discussion had it that the new entry will be a "six," and that its sponsors will claim 25 miles to the gallon.

Packard Motor Car Company this week started a national demonstrating drive, making awards to salesmen on the basis of the number of persons to whom new cars are demonstrated. Officials said more than 2,000 rides are being given daily.

Announcement was made that the N. A. C. C. has resigned from the International Association of Motor Manufacturers. The action was taken, according to Alfred Reeves, vice-president, because of the apparent impossibility of stimulating the development of highway usage throughout the world on the scale contemplated when American manufacturers were invited to participate in the program eight years ago.

DIRECT BIG APPROPRIATION



Five of the seven men who direct the big General Electric appropriation were snapped at a meeting in Cleveland. They are D. C. Spooner, Schenectady; Lorin Smith, Chicago; W. A. Grove, Chicago; W. J. Daily, Cleveland, and H. F. Barnes. Mr. Daily is chairman of the committee, of which Chester Lang and Carl Snyder are other members.

REFRIGERATOR SALES 160,037

New York, May 13.—Household refrigerator sales for the first quarter amounted to 160,037, or 84.2 per cent of the quota, the Electric Refrigeration Bureau announced.

Nine states exceeded their quotas, Nevada leading with 178.6 per cent.

Next came West Virginia, 169.7 per cent; Maryland and District of Columbia, 161.4 per cent; Delaware, 155.1; Virginia, 146.4; Connecticut, 130; Missouri, 127.8; New York, 106.7; Pennsylvania, 104 per cent.

With summer coming on, the Bureau believes there is a good chance to meet the quota for the first half of 1932.

Report Winners of Detroit Competition

The contest on ideas for outdoor advertising suitable for advertised products, conducted by William R. Hoskins, Walker & Co., for the advertising class of the Detroit Adcraft Club developed the following winners and subjects:

Evelyn F. Gray, Old Golds; Claude A. Trotter, Plymouth; Myrtle Hurlburt, Hershey Chocolates; Harriet Silverman, Lifebuoy.

Insurance Men Place Cooperative Campaign

The Des Moines Association of Life Underwriters is placing a year's series of 40 cooperative advertisements in local newspapers, financed jointly by home offices and agents.

Copy is adapted from that recently used by the New York City Association of Life Underwriters.

Neebe with CKWO

Joseph H. Neebe has been appointed Detroit manager for radio station CKWO, now under construction in South Sandwich. Mr. Neebe was with the World Broadcasting System.

Fawcett's Misadventure

Roscoe Fawcett, vice-president and general manager of the Fawcett Publishing Co., Minneapolis, was held up in his hotel room in Louisville, Ky., May 9. The robber escaped with $75.

Mathison Is President of Finance Group

Chicago, May 12.—Fred W. Mathison, assistant vice-president, Security Bank of Chicago, was elected president of the Chicago Financial Advertisers yesterday. He heads the slate charged with the responsibility of playing host to the 1932 convention of the national organization Sept. 12-15.

Other officers: First vice-president, Samuel Witting, Continental Illinois Bank & Trust Co.; second vice-president, Guy W. Cooke, First National Bank; third vice-president, A. E. Bryson, Halsey, Stuart & Co.; recording secretary, Ruth H. Gates, Evanston State Bank & Trust Co.; treasurer, Dorothy Trevino, Personal Loan & Savings Bank.

Directors: J. F. Gardiner, H. M. Byllesby & Co.; Carl A. Gode, Continental Illinois Bank & Trust Co.; R. R. Jeffris, Harris Trust & Savings Bank; Chester L. Price, Central Republic Bank & Trust Co.; E. T. Cunningham, Halsey, Stuart & Co., retiring president; G. Prather Knapp, Rand, McNally & Co., and Charles Frye, *Chicago Journal of Commerce*.

Sellers, as well as buyers of financial advertising, were made eligible to full membership by an amendment to the by-laws.

Providence Women Schedule Election

The nominating committee of the Women's Advertising Club of Providence, R. I., has reported the following slate:

President, Alice M. McCoart; vice-president, Lurena G. Adams; corresponding secretary, Maybelle Tolman; recording secretary, Sadie Hunt; treasurer, Mary E. Kiernan; advisory board, Jeannette Carroll, A. Marie Davies, Margaret T. Deasy and Harriet E. Dimond.

Des Moines Club Eyes Candidates

Ed. McClenahan and Paul Patterson will contest the presidency of the Des Moines Advertising Club May 17, other candidates being:

Vice-president, Harry Keller, Larry Fenlon; secretary, Jim White, Walter Melone; directors, Nat Crosby, Ray Maricle, R. T. Clifford, Tom Miller, Henry Kahnert, Jack Zavatsky and Leo Lucier.

Wilding in New Home

Wilding Picture Productions, Inc., Detroit, producer of commercial sound motion pictures, has moved to a new studio at 7635-41 Grand River Avenue. The sound stage is said to be the largest between New York and Hollywood.

Spring Meeting of A. B. P. June 18-19

The spring meeting of Associated Business Papers, Inc., will be held at Buckwood Inn, Shawnee-on-Delaware, Pa., June 18-19, just preceding the New York convention of the Advertising Federation of America.

KELLOGG OPENS NEW WHIRLWIND DRIVE MAY 15

Battle Creek, Mich., May 13.—Backed by advertising in practically every newspaper in the country, daily broadcasts over a coast-to-coast network of 32 stations, and extensive sampling, the Kellogg Company, cereal manufacturers, will launch one of the most aggressive sales drives in the history of the foods industries May 15.

The Kellogg newspaper advertising will reach a circulation of 86,000,000. Additional advertising in 142 national magazines and special publications during the sixty-day campaign will add another 70,000,000.

In all, there will be more than a billion and a half selling messages on Kellogg products, covering every city, town and village in the United States.

"Our experience, especially during the past two years, has shown business may be had if it is gone after hard enough," said W. K. Kellogg, founder and president.

"We are entering upon one of the greatest drives ever put back of a line of food products because we are confident it will produce results and help start a greater flow of business through grocery stores."

Kellogg's famous "Singing Lady," one of the greatest radio successes ever developed, will feature Kellogg's Corn Flakes five days a week.

Millions of samples of Kellogg products will be distributed simultaneously and store displays and other promotional material will help reach every home in the country.

NEW HINGE OPENS DOORS TWO WAYS

Chicago, May 13.—The Hinge Corporation of America has appointed the McJunkin Advertising Company to handle the advertising of its revolutionary "Tu-Way" hinge.

Installation of this hinge makes it possible to open a door from either right or left hand side. Since the application may be made on any kind of door, manufacturers of many products are said to be exhibiting intense interest.

A test conducted between two refrigerators, one with the usual type of door, the other with Tu-Way hinges, indicated an overwhelming preference for that equipped with the new device.

Tu-Way hinges are applicable to automobile doors, medicine cabinets, humidors, ice chests, and wherever doors are utilized.

Oakland Prepares For Directors' Election

The Advertising Club of Oakland's nominating committee has entered the following candidates for directors:

Robert Burns, John Dolan, Ruby Foss, Fulton Hartsough, Arthur Lawton, Roy Longfellow, Sam Mobley, Bert Morley, Guy Needham, Phil Ray, Ross Ryder and Harold Thomson.

The six retiring directors are Ruth C. Bates, Lawrence F. Moore, Ben Tooley, B. S. Sanders, Ford Samuel and Ralph Presher.

Evans Gets White

Frank B. White, former president of the Frank B. White Co., who has been prominent in agricultural advertising for 41 years, has joined Evans Associates, Chicago.

Wins Club Scholarship

Florence Somerville won the two-year advertising scholarship to the Charles Morris Price School awarded by the Philadelphia Club of Advertising Women.

JOHN HANCOCK SERIES

As You Sit in Your Home or Your Club . . . Give This a Thought

Never before has the use of life insurance, as a means of protection, savings and investment, had a stronger appeal than at the present moment.

In this economic situation the certainty of life insurance in its investment features stands out in high relief. People realize more than ever how necessary such insurance is as a foundation on which to build personal, family and business security.

They know that in case of necessity the cash values of their life insurance are immediately available to tide them over difficulties when accommodation is needed.

Then, too, it has become widely known that no matter how few premiums have been paid, the dependents have been made safe, for they will receive the full amount if the policy is in force at death.

Of equal moment is the fact that the public has been educated to realize that life insurance can provide for the insured's own later years and that he can arrange to enjoy its benefits, either in cash or as a monthly income for life.

With insurance or annuity investment, *security* is the first requirement. A policy having the name

John Hancock MUTUAL LIFE INSURANCE COMPANY OF BOSTON, MASSACHUSETTS

is safe and secure in every way. This is a Mutual Company, over 69 years in business, returning annual dividends. It paid to policyholders and beneficiaries in 1931 over 87 Million Dollars.

JOHN HANCOCK INQUIRY BUREAU, 197 Clarendon Street, Boston, Massachusetts

Please send me booklet, "Your Family—Their Future and Yours."

Name.....

A.A. Address.....

5-32

OVER SIXTY-NINE YEARS IN BUSINESS

HERE'S HOW
ROTOGRAVURE
CAN DRAMATIZE
PACKAGED FOODS
Campbell's
CHICKEN
SOUP
TOMATO
SOUP
CAMPBELL SOUP COMPANY
CAMDEN, N.J., U.S.A.
BROTH

PAPER IS THE BASE OF THE JOB
INTERNATIONAL PAPER CO.
220 EAST 42nd ST., NEW YORK
MAKE A COMPLETE LINE
OF PAPERS FOR GRAVURE
PRINTING PURPOSES . . .
HEINZ
TOMATO
SOUP
Campbells
CONDENSED
CHICKEN
SOUP
HEINZ
CREAM
OF
GREEN PE
SOUP
HEINZ
57
PURE FOOD PRODUCTS
MADE IN U.S.A. BY
H. J. HEINZ CO.
PITTSBURGH, PA.

OBTAIN SPEEDY DISTRIBUTION WITH UNIFORMS

Euthol Uses Messenger Boys in Two Cities

Harrison, N. J., May 13.—Postal messenger boys, taking the place of salesmen, got distribution in Syracuse and Rochester, N. Y., in 24 hours for the National Oil Products Company's Euthol, a preparation for the hair.

The special kit delivered by the messenger boys contained a night letter announcing the product, prices and impending advertising campaign. It also contained free goods, set-up counter displays and a return C. O. D. message for dealers wishing to order.

Sixty-four return wires were received in 48 hours.

The arrival of the boys followed a drug trade advertisement, reprints of which were mailed to every druggist in the two cities. Window displays were then booked two weeks in advance for "a mysterious product which would come on the market in a unique manner with heavy advertising support."

In Syracuse, 63 druggists, and in Rochester, 97, agreed to install full window displays.

The messenger boys started out Monday morning with packages and night letters reading:

"EUTHOL A REVOLUTIONARY FAST SELLING COSMETIC ENTERING SYRACUSE MARKET BACKED POWERFUL ADVERTISING HALF PAGES HERALD JOURNAL STARTING THURSDAY STOP READ FULL DETAILS BOX CONTAINING FREE GOODS HEREWITH OUR COMPLIMENTS STOP ORDER HIGH PROFIT INTRODUCTORY DEAL TELEGRAM COLLECT STOP PRICES PROTECTED SALE GUARANTEED 30 DAYS EUTHOL PROVEN BIG REPEATER OTHER MARKETS."

Get Quick Distribution

By four o'clock that afternoon distribution was completed, with but 12 rejections out of 233 druggists in the two cities.

Merchandise men from the newspapers followed up the telegraph boys in Syracuse Tuesday and Wednesday and found practically every counter display in plain sight, and the druggist familiar with the product and the details of the campaign.

In Rochester follow-up calls were made by a Euthol salesman who reported the same reaction.

Window displays then began to appear about the cities and on Thursday the advertising broke. On Saturday both drug jobbers placed reorders for Euthol.

The campaign was planned by Charles Dallas Reach, Newark agency.

James O'Shaughnessy Makes Chicago Address

James O'Shaughnessy, vice-president of Outdoor Advertising, Inc., New York, spoke at the May 12 meeting of the Chicago Advertising Council under the auspices of the outdoor advertising departmental. He was introduced by Burr L. Robbins, General Outdoor Advertising Co.

He told of the reorganization of the industry, and explained the unified service offered the advertiser through O. A.

Springer Makes Change

W. M. Springer has left the Cleveland office of the Curtis Publishing Company to join *Your Garden and Home*, Cleveland.

Artists Barter Works

An exhibition has been opened in Kansas City for artists who will barter their works for merchandise, professional services and rent.

NEW PRESIDENT

Grover A. Whalen

WHALEN CHOSEN CLUB'S LEADER

New York, May 10.—Grover A. Whalen, of John Wanamaker, long prominent in organized advertising and public life, was today elected president of the Advertising Club of New York. He succeeds Charles A. Murphy, who becomes a director after two years as president. Other officers:

Vice-presidents, E. D. Gibbs, American Lithographic Co.; H. B. LeQuatte, Churchill-Hall, Inc., and Oliver B. Merrill, *Pictorial Review;* treasurer, John A. Wilkins, Charles Francis Press.

Directors are Mr. Murphy; Lee H. Bristol, Bristol-Myers Co.; Thomas J. Watson, International Business Machines Corp.; Ralph Trier, New York Theatre Program Corp.; W. D. M. Simmons, Underwood Typewriter Co., and Frank J. Renolds, Albert Frank & Co.

J. R. Bolton remains secretary-treasurer. Committee appointments will be made by the president in the early fall.

"Electrical Installation" Sold to New Company

Gage Publishing Company, New York, has disposed of *Electrical Installation* to a new company, Electrical Record Publishing Company, Chicago, which is affiliated with Magazines, Inc., Chicago. The publication will appear under its new auspices in June.

The name will be changed to *Electrical Record*, the former title, and the editorial field will be expanded to include the entire industry.

Charles W. Price, formerly publisher of *Electrical Review*, is president; Leslie Allen editor; Harry Krohn vice-president and advertising manager; Joseph E. Browne, treasurer, and James E. Montgomery secretary. The editorial offices will remain in New York, at 110 West Forty-second street. The Gage Publishing Company will publish *Electrical Manufacturing* and *Metropolitan Electrical News* as heretofore.

Two Appoint Griswold

The *Nation* has appointed the Griswold Co., New York, to test a radio campaign over WOR.

The agency will release a class magazine and direct mail campaign in July on a new product of the Auburn Brick Co., Auburn, Pa., another new account.

Denver Plans Frolic

The Last Chance Gambling House, famous dive of frontier days, will be reincarnated for the annual meeting of the Denver Advertising Club May 31. Those who attend in boiled shirts and Paris gowns will be heavily fined.

Link Circus to Sales

Colonial Stores, a Tulsa, Okla., grocery chain, brought a three-ring circus to the city by purchasing a block of tickets, which were disposed of at reduced prices to customers.

Farm Tractors New Field for Anti-Knock Gas

Detroit, Mich., May 13.—Use of anti-knock gasolines in farm tractors is predicted by the Detroit engineering laboratory of the Ethyl Gasoline Corporation, following plowing tests. A fuel saving of 22 per cent, compared with kerosene, is claimed.

Before this economy can be effected, Earl Bartholomew, director of the laboratory explained, compression ratio of tractors must be increased. At present, he said, no high compression tractor engine is made and only one truck manufacturer produces such a power plant, though it is standard equipment in 18 makes of passenger cars.

A standard tractor, using standard fuel, will pull two 16-inch plows in ground-breaking operations, the test revealed. The same tractor, altered for anti-knock fuel, will pull three 16-inch plows at 7 per cent greater speed, resulting in a total saving of 37 per cent in plowing costs.

Gasoline taxes are not a bar to use of that fuel for agricultural purposes in 26 states, which refund the levy under such conditions.

At present, ordinary gasoline is used in 82 per cent of the tractors designed to consume kerosene.

Special Moves

Reynolds-Fitzgerald, Inc., newspaper representative, has moved its Chicago office to 360 N. Michigan avenue.

Radio for Olson Rugs

A new program of symphonic jazz over the Columbia network is sponsored by the Olson Rug Co., Chicago.

Has New Address

Coin Machine Journal, Chicago, has taken quarters at 600 W. Van Buren St.

ICE COMPANIES SEE BUSINESS IN NEW COOLER

Detroit, Mich., May 13.—Extensive newspaper space in all principal cities, in addition to direct mail timed to get the jump on warm weather, will be used by the American Blower Corp. to introduce "Sirocco," a unit system for cooling stores, shops and offices, following a test campaign now in progress in Detroit and Cleveland dailies.

Ice companies throughout the country will co-operate with contractor and jobber outlets to market the new product, which, according to Brooke, Smith & French, Inc., agency in charge, is the only commercial cooler to utilize ice water for motive power as an optional substitute for artificial refrigeration.

First announcement of the cooler was made in full pages in May issues of trade publications, including *Heating, Piping & Air Conditioning, Heating & Ventilating Magazine, Sheet Metal Worker, Domestic Engineering, The American Architect, Architectural Record, Aerologist* and several plumbing and heating association journals.

Use Other Mediums

Simultaneous with newspaper copy, American Blower will use space in publications going to commercial fields furnishing a possible market. This will be supplemented by a series of three mailing pieces to consumers to be dispatched co-operatively by ice companies and jobbers.

Introduction of the commercial cooler follows development by American Blower of a similar cooler for the home, marketed through a separate campaign, employing a series of booklets prepared by the Institute of Thermal Research, in addition to newspapers and direct mail. Clark T. Morse is vice-president in charge of sales.

Philadelphia Chains Have Fight on Hands

Philadelphia, Pa., May 13.—Philadelphia sporting goods dealers are now selling cigarettes at cost from ornate cases at the front door.

They will continue until drug chains decide baseball and golf goods are out of their line.

L. C. Smith Expands

L. C. Smith & Corona Typewriters, Inc., New York, has purchased Vivid, Inc., Chicago, manufacturer of duplicating machine and supplies. C. F. Metzger is in charge of the new division.

Named to A. & P. Post

James A. O'Donnell, for five years manager of Atlantic & Pacific stores in the Kansas City district, has been appointed vice-president of the middle-western division.

Vincennes Has Daily

Vincennes (Ind.) *Post*, new daily, appeared May 10. A. A. Arnold, Erwin Van Kirk, W. S. Orndorff and R. R. Berridge are publishers.

H. T. Clinton Dead

Harry T. Clinton, 52, former advertising manager of National Automobile Dealers' Assn., and at one time on the editorial staff of *Collier's*, died in Poughkeepsie, N. Y., last week.

Agency for Cooker

Lightning Cooker Co., Cleveland, has appointed Ralph W. Sharp and Associates, Cleveland, to direct its advertising. Trade papers and direct mail will be used.

Essential To All Of Us

WE all know that a business establishment germinates from capital, and the ability to make a product. But the stress of present conditions is emphasizing another fundamental truth that has been buried, of late years, under the opacity of synthetic living and working.

It is an undeniable fact that a business thus conceived cannot flower and continue to be productive unless it is nourished by a *reasonable profit.*

The purchase price of a commodity may rise or fall with the fluctuation of costs, but it *must* include this profit. Under such conditions, the word Stability emerges, and less than this means certain and rapid disintegration as evidenced by numerous failures of engravers in Chicago during the past two years.

We want it to be known that our quotations embody such reasonable profit, because these earnings have built the largest photo-engraving organization in Chicago, to which advertisers can look for genuine quality and *continuous* service.

Sound management, unchanging personnel, adequate facilities and ample resources are bound to result in a product that will give *you*, too, full opportunity to profit by its use in your business.

We shall be pleased to add your name to our customer-ledger.

JAHN & OLLIER ENGRAVING CO.

Telephone MONROE 7080

817 West Washington Boulevard

C H I C A G O

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING
ISSUED EVERY SATURDAY BY ADVERTISING PUBLICATIONS, INC.

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HEDGES MACDONALD, Eastern Editor; ARTHUR F. MARQUETTE, Book Editor
Correspondents in All Principal Cities

Vol. 3, No. 19 MAY 14, 1932 5 Cents a Copy, $1 a Year

Advertising and Employment

The programs for the meetings of the Association of National Advertisers are invariably interesting and suggestive, but there is one talk scheduled for the semi-annual meeting of the A. N. A. in Cincinnati next week which we believe will be listened to with unusual attention and interest.

It is that of Stockton Buzby, vice-president in charge of sales for the Procter & Gamble Company, who will speak on "Sales Planning That Prevents Factory Shut-Downs."

The Procter & Gamble Company has been remarkably successful in maintaining production and sales, and because it is one of the nation's leading advertisers, the importance of advertising in maintaining a volume which is not only large but steady, with an even flow through the year, becomes obvious from the standpoint of basic economics and business policy.

We have not seen a copy of Mr. Buzby's talk, but we believe he will give due credit to the part which advertising has played in the great expansion of this company through the years, and to the factor of safety which it provides for sales. The advertised product, when the advertising is as well done as that for Procter & Gamble, occupies a position of preference among trade and consumers, and the sales problem and consequently both the production and employment problems are immensely simplified.

It will be conceded that not every product is susceptible to the same treatment, and that the peaks and valleys of the sales curve cannot always be ironed out through advertising. Automobiles, for example, in spite of the fact that they are more and more purchased for utility rather than pleasure, and are used throughout the year by practically all owners, continue to have their largest sales in the spring and summer months. Clothing and other products which have a seasonal character likewise reflect sales variations in accordance with changes in the weather.

But there are many other products whose sales curves show violent fluctuations without apparent reason, and it would seem that there is opportunity here to steady and stabilize the rate at which sales can be made and hence the rate at which employment can be maintained.

If Mr. Buzby can show manufacturers and business men generally how such a desirable result can be brought about, he will add a new factor of value to advertising, which is regarded primarily as a sales promoter and accelerater. That it can also become a sales stabilizer and leveler, and can help to eliminate dislocations of employment due to uncertain sales volume, has been made fairly clear by the experience of such national leaders as the Procter & Gamble Company.

Opportunity Beckons the Small Advertiser

The report of the Bureau of Advertising of the American Newspaper Publishers' Association presented in New York last month bristled with suggestions for advertisers and agency executives. While it was presented from the newspaper point of view, and intended for consideration by publishers interested in the maintenance of their own business volume, it contained some highly significant comments regarding advertising trends.

One of these related to the tendency of advertising to become concentrated in a relatively smaller number of large accounts. If we draw the proper inferences from the report, there seemed to be some concern regarding the lack of new advertisers in various fields, and the need for creative work to bring new manufacturers into national advertising. Without reference to interests of publishers and others who profit from advertising, it seems clear that there is ample opportunity for new advertisers to break in at present on a highly favorable basis. Advertising competition is reduced, new products and new merchandising ideas are in demand, and test campaigns can be tried out in such a way as to restrict expenditures until a successful plan has been definitely established.

It used to be said, with greater frequency than at present, that it takes a lot of money to break into the national field, but under present conditions this need not be true. From the standpoint of agencies and others in the creative end of advertising, the attention paid at this time to the development of new accounts, which have a real opportunity, with the right handling, to grow into something more important, is likely to prove unusually profitable.

Incidentally, the agency which develops a small account into a big one has a friend as well as a client.

Information for Advertisers

The following documents may be secured without charge by any national advertiser or advertising agency from the publishers sponsoring them, or through ADVERTISING AGE.

388. *Traffic Flow Map of Milwaukee.*

Study of the flow of traffic is being undertaken in a large way by the outdoor advertising industry, Milwaukee being one of the latest cities covered. The "circulation" in the Milwaukee district, according to the map issued by Cream City Outdoor Advertising Co., is 1,756,000 persons daily.

389. *The 49th State Local Dealer Zone Plan.*

This edition supplants the original study published by the *St. Louis Globe-Democrat* in 1930. The purpose of the plan is to provide current market information in compact, usable form. This information is arranged by 60 secondary trade areas within the St. Louis market, called "local dealer zones." The plan provides an index to buying characteristics and sales potentials in different parts of the same market. It also checks dealer locations.

381. *Key Prospects in the Central Station Industry.*

This study by *Electrical World* shows how the central station industry is organized and explains purchasing policies. "Most manufacturers of equipment who sell the industry have found that sales contacts must be had not only with the holding company and subsidiary holding companies," remarks the book, "but also with executives and engineers of operating companies." The 1,265 largest operating companies are listed.

382. *Thomson Posters.*

This is a detailed exposition of Thomson Posters, produced by "opaque printing," and making it possible for the user of posters in small quantities to obtain work comparable in art and workmanship with those produced in larger quantities with standard processes. An interesting feature is the inclusion of color samples, enabling the advertiser to specify the exact background desired.

371. *Factors of Reader Interest in 261 Advertisements.*

Liberty has issued this supplement to the original Gallup survey. The new report is not presented as a complete answer to the problem of attention value, nor even as a guaranteed trend, but rather a simple mathematical tabulation of the number of persons who actually remembered seeing each of the advertisements in the 24 magazines studied. Some of these tabulations show little that is useful. Others offer conclusions apparently striking and worthy of study. Since the print order for the supplement was only 1,000 copies, the supply threatens to become exhausted very shortly.

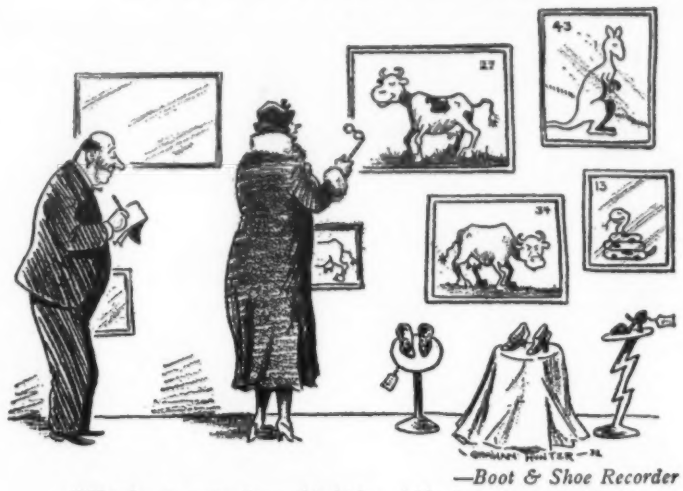
353. *A Fact Picture of the Food Fields.*

McGraw-Hill have a reputation for thoroughness and this booklet is no exception to the rule. It indicates that the huge food market came through 1931 with flying colors, and in much better shape than industries not stimulated by "the relentless daily demand for food."

263. *The Farm Market.*

In a series of cartograms, *The Farm Journal*, Philadelphia, gives some of the high spots of the farm market, including income by states in 1930, value of farm implements and machinery by states, and value of farm buildings.

THE ULTIMATE IN SHOE SERVICE



—*Boot & Shoe Recorder*

"I'll take six pairs from this hide. I like her expression."

Voice of the Advertiser

Recognize Excellence of "Baltimore Sun"

To the Editor: I was surprised when I picked up my April 30 issue of ADVERTISING AGE to find that the *Baltimore Sun* had been omitted from the list of newspapers given honorable mention in the second exhibition of newspaper typography conducted by N. W. Ayer & Son.

Perhaps a correction would be in order in the interest of accuracy.

EDWIN A. FITZPATRICK,
Promotion Mgr., *Baltimore Sun.*

▼ ▼ ▼

Bob Gunning and Three Little Words

To the Editor: In connection with the passing of my good friend, "Bob" Gunning, you may be interested in his account of how he started his first outdoor advertising campaign.

It was for Boot Jack Chewing Tobacco, and, asking permission from local dealers to do so, he would paint a sign on the side of their store building, innocently adding the words, "For sale here."

Afterwards the salesmen called and secured an order on the strength of calls for that famous chew. If anyone has invented a better plan of getting distribution by advertising I have yet to hear of it.

SETH BROWN,
New York City.

▼ ▼ ▼

Praise from Caesar

To the Editor: Enclosed please find check renewing our subscription to ADVERTISING AGE.

As a former newspaper man, and at present conducting the sales promotional work of this Company, may I take this opportunity of commenting on the exceedingly well done job which you are doing with this weekly.

I look forward to eagerly receiving it each Monday morning, to keep-up-to-the-times. I admire its news conception, style, sparkle, and wealth of information.

MARTIN H. HIGGINS
Sales Promotion Mgr.,
Autopoint Co., Chicago.

▼ ▼ ▼

Trends in Store and Window Display

To the Editor: I do not altogether agree with your editorial of May 7 on window and store displays.

For several months I have been conducting an unbiased survey, asking leading advertisers certain questions relative to display; some regarding creation; some plan; some production, distribution, etc. One of the questions follows:

"Which type of display finds readier acceptance—(a) one specially constructed or die-cut, which is *not complete* unless the product or a dummy is made part of the set-up; or (b) that type of display so designed as to be complete in itself, whether or not the product is used with it?"

The replies which are from leading advertisers, average as follows:

24.222 per cent were in favor of "A," or displays constructed to hold the product or a dummy, whereas 73.444 per cent were in favor of "B," or displays so designed as to be complete in themselves whether or not the products were used with them, leaving 2.034 per cent who answered, "Both equally acceptable."

ALBERT L. BLOCK,
Displays Counsel, Chicago.

▼ ▼ ▼

Advertising Display at Century of Progress

To the Editor: In a recent editorial entitled, "Advertising at the World's Fair," you indicated that not very much has yet been accomplished.

If or when anything is done, I hope it will not consist of a mere collection of advertising material—as if advertising did not continually come to the attention of the public and must be especially displayed for their benefit.

Would it be altogether too practical to illustrate in rather large poster fashion a series of advertisements, a mailing piece or series of mailing pieces, etc., but featuring the cost and the tangible or intangible results in increased business, sales and profits?

Even if the advertising were not shown, the expenditure might be indicated and the results featured. In this way the public might begin to secure a picture of the tangible value of advertising—to see how much advertisers pay and what they get in tangible returns for their money.

If one case a day could be featured on a large display wall or bulletin board and then many hundreds of other examples of profitable results from every form of advertising could also be featured in the exhibit space taken, some practical results might be obtained.

Featuring results of this kind might tend to make the public more interested in advertising in a practical way—might help them to understand that advertising represents a profitable method of educating, promoting and selling.

This plan would be in line with the Advertising Federation of America's current campaign and would certainly prove helpful to everyone in the advertising business.

KEITH J. EVANS,
Adv. Mgr., Joseph T. Ryerson & Son, Chicago.

"Gallup's high rating for Cocomalt advertising in Liberty confirms our coupon results"

says S. E. VAN WIE

Advertising Manager
R. B. Davis Company

. . . *Mr. Van Wie continues:* "For several years, now, we have guided our copy and media selections largely by direct coupon returns.

"This has resulted, we believe, in an advertising series many times more effective in securing Cocomalt sales than had we worked on opinion or guesswork.

"Opinion is sometimes right. Coupon checks are at times misleading. But in the long run, we cannot help but feel that constant checking for results teaches faults and virtues that permit constant betterment of Cocomalt advertising.

"The fact that Dr. Gallup's check of the number of men and women seeing and reading our advertising confirms our coupon results is striking evidence that we have been on the right path.

"Whereas Dr. Gallup found that the average double column advertisement in Liberty was noticed by 23.5% of its women readers, the Cocomalt ad checked was noticed by 38%. Whereas the average double column was *read* by 5.1%, the Cocomalt text was read by 15% of the women.

"That's nearly 150% more woman reader interest for Cocomalt advertising in Liberty.

"We first became interested in Liberty because its quick, concise, dramatic editorial formula seemed to fit modern, hurried conditions where reader attention is hard to get. That estimate was confirmed by the fact that more men and women voluntarily asked for Liberty than any other magazine.

"We were further interested by Liberty's strong editorial pointing for women.

"Finally, we tried Liberty and found that its coupon returns from *mothers* entirely lived up to our expectations.

"The Gallup tests, confirming our theories and our *experiences*, are additional evidence as to the thoroughness with which Liberty is read—and gets advertising read—particularly by mothers."

Once they hated milk

...now they fight for it

No wonder they're gaining weight and look wonderful

"THERE'S A YEAR between Paul and Betty, but I've brought them up like twins. They're fond of each other and always share their candy or toys.

"So it strikes me funny to see them being greedy about—*milk*, of all things! Once they wouldn't touch milk, they hated it so; now they fight for it.

"I'm delighted, because while they're tall for their ages they were underweight—and needed lots of milk. Now that I mix Cocomalt with it, they drink five or six glasses a day. This extra nourishment is doing them worlds of good. They're gaining weight and look wonderful."

So delicious, children beg for it

This mother's story has many parallels. Even children who detest milk are won over by the rich, creamy, chocolate flavor goodness of Cocomalt. And glass after glass, it helps to round out their arms and legs, to fill out their little bodies, to put color in their pale, young cheeks.

For Cocomalt adds 70% more nourishment to milk. Every glass your child drinks is equal to almost two glasses of plain milk—thus supplying the *extra* proteins, carbohydrates and minerals so valuable in promoting healthy, sturdy growth.

Contains Vitamin D

Cocomalt also contains Vitamin D—that essential element produced by summer sunshine. Vitamin D helps to ward off rickets and to build strong bones and teeth.

Special trial offer—send coupon

Cocomalt comes in powder form, to mix with milk. ½ lb., 1 lb. and 5 lb. family size. At grocers and drug stores. Or mail coupon and 10c for trial can.

Cocomalt

COOL & REFRESHING!

R. B. DAVIS CO., DEPT. EE-7, HOBOKEN, N. J.
I am enclosing 10c. Please send me a trial-size can of Cocomalt.
Name.....
Address.....
City.....State.....

ADDS 70% MORE NOURISHMENT TO MILK

Dr. Gallup rated Cocomalt advertising as having nearly 150 per cent more reader interest than the average. He rated this particular advertisement in Liberty more than twice as high as a similar advertisement in another magazine. Coupon results verify the Gallup ratings . . . . This is typical of a series of Cocomalt advertisements effectively reaching Mothers through Liberty in 1932.

THE GALLUP TESTS were made last summer by Dr. George Gallup, Professor of Journalism and Advertising at Northwestern University. They consisted of interviews with nearly 4,000 readers of the current issues of the 4 mass weeklies. The readers were conducted through their magazines page by page. Each editorial and advertising item was checked to determine whether or not it had been seen or read. Half of the work was done under the official observation of the Association of National Advertisers.

Summarizing the results, not only were a greater number of Liberty's editorial pages found read, but a greater number of its advertising pages.

The average page advertisement had "stopped":

32% more men than in Weekly A
15% more men than in Weekly B
85% more men than in Weekly C
73% more women than in Weekly A
33% more women than in Weekly B
154% more women than in Weekly C

The *extra* "woman" interest (see above) is responsible for the success of many Liberty advertisers appealing to women.

If 15% to 154% greater reader interest seems worthwhile to you in times like these, investigate further. "America's Best Read Weekly" carries "America's Best Read Advertisements." If *your* Company is not already among the group which has contributed to Liberty's 46% increase in lineage over the last quarter—perhaps you will wish to learn complete details of the development of this new advertising opportunity. For a copy of the Gallup Report, write to Liberty, 420 Lexington Avenue, New York City.

Liberty ...America's BEST READ Weekly

V 3 1 9
MAY 14 32
XUM

Three of Fifty Mail Leaders Will Get Cash

Detroit, Mich., May 13.—In addition to the usual certificates of award, cash prizes will also be given to this year's winners of the Direct Mail Leaders' Exhibit, Frank L. Pierce, executive secretary of the Direct Mail Advertising Association, announced.

First prize will be $100; second prize, $50, and third, $25. The exhibit, made up of 50 entries, will be displayed at the Direct Mail Advertising Association conference at the Hotel Pennsylvania, New York, Oct. 5-7.

In picking winners the judges will allow not to exceed 50 points for results from the campaign; not to exceed 25 points for continuity, or cohesion, plan, etc.; and not to exceed 25 points for copy; 100 points shall be the highest number any campaign shall receive.

While the closing date of the contest is July 31, 1932, entries may be sent at any time to the exhibit, in care of association headquarters in Barlum Tower.

Take Industrial Account

Almetal Universal Joint Co., Cleveland, has appointed the Cleveland office of Clark-McDaniel-Fisher & Spelman. Direct mail and trade papers will be used.

New Work for Lawson

Charles T. Lawson, formerly sales manager of General Motors Radio Corp., has become manager of the newly created department store division, Frigidaire Corp., Dayton.

Pick M. Glen Miller

Baldwin Perfumery Co., Chicago, which was founded in 1875, will soon become an advertiser under the direction of M. Glen Miller, newly appointed agency.

Caples Writes Book

Harper & Brothers have published "Tested Advertising Methods," a book by John Caples, of Batten, Barton, Durstine & Osborn.

Blocki with Conde Nast

Gail Blocki, Jr., formerly of *Good Housekeeping*, has joined the Chicago staff of Conde Nast Publications.

Brodie in New Field

Steve Brodie has been appointed promotion manager of the Harry Huffman theatre chain, Denver.

SAMPLER WINS CHEESE LOVERS FOR OWN SAKE

New York, May 13.—National distribution is rapidly being obtained for the cheese products of the Borden Company by means of Borden's Continental Dessert Package, conceived and executed by Young & Rubicam, Inc., who handle the Borden Cheese Division account. The package contains quarter pound segments of six of the company's cheeses.

The sampling package came as a merchandising follow-up for the "Epicure's Book of Cheese Recipes," prepared by the agency last year. This book, which was offered in coupon advertisements, sketches the history and etiquette of cheese and gives almost a hundred recipes for dishes to be made with cheese.

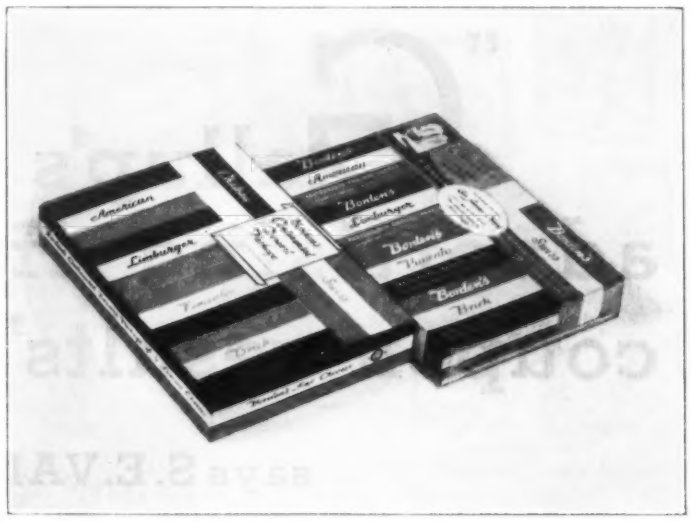
Make New Friends

The package itself suggests to the housewife that she top off a meal with a cheese platter. But more important is the fact that the sampler package induces the customer to try several different varieties. The book of cheese recipes is offered as an integral part of the promotional scheme.

The immediate effect of the dessert package was to increase the range of sales of all its brands. Following this, the sales division noticed that the dessert package itself was becoming a repeat item.

The package designs, embracing a three color stripe motif suggesting national colors, were prepared under the supervision of Vaughn Flannery, vice-president and art director of the agency.

SAMPLER THAT FILLS DUAL ROLE



1931 Volume Is Same as 1929, U. S. Asserts

Washington, D. C., May 13.—The volume of goods sold during the last six months of 1931 was about the same as in the corresponding period of 1929, according to the Department of Commerce's semi-annual retail credit survey.

This surprising conclusion is based on a study of 501 retail establishments in 25 cities, with net sales of $567,000,000 in the last half of 1931.

Dollar sales for July-December, 1931, declined 14.6 per cent from the same period of 1930. Retail prices fell 14 to 16 per cent from December, 1930, to December, 1931. Sales in 1930 were about the same as in 1929 in volume.

Though collections were slower and bad-debt losses higher than in 1930, retailers continued to extend credit to charge and instalment customers as heretofore, in spite of predictions that the retail credit structure would be destroyed by a depression.

Department store dollar sales held up best, with a decrease of only 13 per cent from 1930. Jewelry stores fared worst, with a loss of 28.3 per cent.

Washington, D. C., had the smallest decline of any city, with 5.1 per cent.

The average bad debt loss on open credit accounts increased from 0.7 per cent for the full year of 1930 to 0.9 per cent for the full year, 1931.

Buys Truck Company

Continental Motors Corp., Detroit, has bought the assets of Divco-Detroit Corp. and formed the Continental-Divco Company to continue the manufacture of milk delivery trucks.

G. E. Names B. B. D. O.

General Electric Company has appointed Batten, Barton, Durstine & Osborn, New York, to advertise its new oil-heating and air-conditioning equipment.

Again Kirsch Agency

Brooke, Smith & French, Detroit, are again handling the account of the Kirsch Co., Sturgis, Mich., drapery hardware.

Publishers Ask Lower Prices For Engraving

New York, May 13.—Following reduction of labor charges by five of six unions with which the New York Employing Printers Association has contracts, three national publishers' associations have demanded lower costs in the engraving field.

The proposal was made in a letter to Robert S. Browning, president of the Photo Engravers Board of Trade, and William T. Timmons, president of the Employing Electrotypers and Stereotypers Association.

The letter said the high cost of photo-engravings and electrotypes is an important factor in discouraging publishers from having their work done in New York City, penalizing both wage-earners and publishers.

The letter was signed by Cass Canfield, president of Harper & Brothers, and of the National Association of Book Publishers; A. C. Pearson, chairman of the board, United Business Publishers, Inc., and president of National Publishers' Association; and James H. McGraw, Jr., vice-president and treasurer of McGraw-Hill Publishing Company and vice-president of the Associated Business Papers, Inc.

Complete Chain Census

A census of voluntary chains, covering 80,000 units of 700 organizations, will be issued next week by American Institute of Food Distribution, New York.

Book on Art

Advertising Research Institute, University of Wisconsin, Madison, has published "Values of Art in Advertising," by F. A. Aust and Robert S. Harrison.

Admitted to Four A's

Leon Livingston Advertising Agency, San Francisco, has been elected to membership in the American Association of Advertising Agencies.

Bliss with Agency

Vincent R. Bliss has left Taylor, Rogers & Bliss, Chicago, to become associated with Earle Ludgin, Inc., Chicago agency.

Russell Gets Office

D. W. Russell has been appointed vice-president in charge of railway sales of Fargo Motor Corp., Detroit.

To Advertise Bread

W. I. Tracy, Inc., New York, has been appointed by Gnome Bakery, Inc., Cranberry Rye Bread.

Daggey To Manage Buth

Richard L. Daggey has joined W. F. Buth & Co., St. Paul, Minn., as president and general manager.

Open Radio Offices

Affiliated Broadcasters, representing 150 radio stations, have taken offices at 180 N. Michigan avenue, Chicago.

In the May 18th issue of *The Business Week* . . . the 4th article on "The American Consumer Market"

Now, for the first time, you can know the *actual amount spent*

for food, shelter, clothing . . . . and *for all other things!*

CONSUMERS don't live by official budgets. The true measure of their cost of living is *not* someone's idea of what they *should* spend—or someone else's finding of how little they can exist on. The true measure can be found only in the records of what all the consumers *actually do spend* for everything they use.

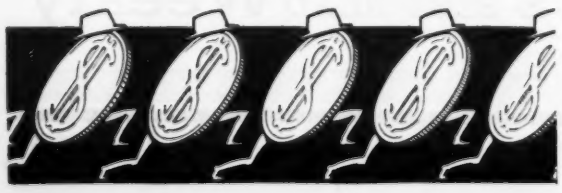
Now, for the first time, such a record is made available. In the fourth study of "The American Consumer Market", appearing in *The Business Week* of May 18th, you will find an accurate picture of what consumers actually spent from 1919 to 1930 for food, clothing, housing . . . and *the remarkably large percentage left* for all other items. You will find, too, an exact picture of the vital changes in the make-up of the American Consumer budget during this important period.

After you read this article you'll probably discard all hypothetical standards of "Cost-of-Living" as a measure of consumer markets. Such indexes—based on estimates made years ago of expenditures of special classes of consumers in particular localities—are shown to be misleading guides to the consumer market for American business. Business policies founded on them may be seriously—even suicidally—mistaken. No matter what your business, you cannot afford to miss this series of 20 studies of "The American Consumer Market", now running in *The Business Week*. This series gives the first *complete* record of consumer buying over a long period. It covers virtually everything the American people buy—roughly, about a thousand items.

Obviously, this series will be an indispensable aid to you in defining your markets. The subscription to *The Business Week* is $7.50. In Canada, $10.00.

THE BUSINESS WEEK

330 West Forty-Second Street New York City



Where are the Consumer's Dollars Headed?

You'll find the answer in the series, 20 studies, "The American Consumer Market"; now running in *The Business Week*.

—AND THEY HELD THE ACCOUNT. . . .

BY JIM MINEY

WHAT I NEED IS RESULTS IN THIS CAMPAIGN
W'ELL WORK OUT SOME NEW PLANS IMMEDIATELY
Drink Burke's Grapo
IF WE ARE GOING TO HOLD THE ACCOUNT, WE'VE GOT TO PRODUCE SOME REAL ACTION!
IT'S NOT EASY TO GET ACTION THESE DAYS
WHY NOT GO AFTER THE BOY MARKET. WE'LL GET RESULTS AT ONCE
THERE'S AN IDEA — INTRODUCE THE PRODUCT INTO THE HOME THROUGH THE BOYS. BOYS DO INFLUENCE FAMILY BUYING
I'M ENTHUSIASTIC! LET'S GET STARTED. WE'LL USE THE OPEN ROAD FOR BOYS MAGAZINE, I HEAR IT'S EXTREMELY POWERFUL
I NEVER SAW ANYTHING LIKE IT!
10,000 COUPONS IN SIX DAYS
OUR SALES ARE CERTAINLY JUMPING — BUSINESS IS SWELL!
BURKE'S GRAPO
I CONGRATULATE YOUR AGENCY ON A SPLENDID JOB!

THE OPEN ROAD for BOYS
L. S. GLEASON, *Advertising Manager*
122 East 42nd Street, New York City

BOSTON
E. A. Piller
130 Newbury St.

CHICAGO
James T. Carr
307 N. Michigan Ave.

ROCHESTER
Paul F. Herrick
823 Powers Bldg.

LOS ANGELES
Hallett E. Cole
846 So. Broadway

AGENCIES WOULD PAY ONLY AFTER DISTRIBUTION

(*Continued from Page* 1)

"To remedy this condition, a committee has been working with publishers for several months, learning exactly what their billing procedure is and urging them to provide a reasonable interval after complete distribution and before the cash discount period ends. We feel the agency is justified in asking for at least five days.

"Out of 1,949 publications, 1,777 allow a reasonable period for payment. Our efforts to discourage advance billing therefore concern only about 10 per cent of the publications.

"This 10 per cent, however, includes some of the leading magazines, and large amounts of capital are involved in agencies' dealings with them. We don't doubt their individual credit positions. But there remains the fact that the financial condition of a publication can change rapidly. This has been demonstrated to us in a clear and sometimes costly manner.

"We are not closing down on the publications. We realize that credit is hard to find and that publishers are having more difficulty than usual in raising capital for normal operations. But at the same time, we want to put our own operations on a sounder and more conservative basis.

"As a matter of fact, some agencies have avoided the risk of loss by holding up payment until the distribution of the magazine has been completed and then deducting the cash discount.

"That's one way of doing it, but the association feels it discredits the whole idea of the cash discount. Rather than that, we are working to protect the agency by inducing the publisher to allow sufficient time for the agency to check the insertion and assure itself of delivery of service to the client."

SHELL PETROLEUM STARTS OUTDOOR CAMPAIGN

The first of an unusual series of posters to be used by Shell Petroleum Corp., St. Louis, this summer through Outdoor Advertising Agency of America, Chicago.

Affiliation Convention Off To Good Start

Cleveland, O., May 13.—Mayor Miller designated this as Cleveland Advertising Week as 500 members of the Advertising Affiliation from London, Hamilton, Toronto, Rochester, Buffalo, Erie and other cities gathered for their annual meeting.

The Cleveland Advertising Club opened the festivities last night by moving into its new quarters in the Hotel Statler. It spent $12,000 for construction and decorating.

The Buffalo delegation came by auto caravan. It was met by a motorcycle police escort at the city limits.

Charles Kellstadt, president of the Cleveland Club, has resigned from Kinney & Levan to join Sears, Roebuck & Co., Chicago.

Forschler Is Victor In Rochester Club

G. Elmer Forschler was elected president of the Rochester Advertising Club this week. Other winners: Edward P. Harrison, first vice-president; Jack Knabb, second vice-president; John W. Remington, treasurer. New directors are Wyllis A. Bellinger, Charles Jack and Alcott Neary. Glenn C. Morrow is executive secretary.

Chambers Visits Chicago

Stuart N. Chambers, local advertising manager of the *St. Louis Post-Dispatch*, was in Chicago this week contacting home offices of St. Louis retailers.

Halleck at Altman's

B. B. Halleck, formerly assistant sales and advertising manager, L. Bamberger & Co., Newark, has joined B. Altman & Co., New York, in a similar capacity.

Pittsburgh to Elect

H. V. Jamison, J. E. Wright and D. J. Coullie have been appointed to the nominating committee of the Pittsburgh Advertising Club. The annual meeting will be held June 21.

Get Equitable Account

The Equitable Life Assurance Society, New York, has appointed the Newell-Emmett Company for magazine advertising.

P. J. Sullivan Resigns

Peter J. Sullivan has resigned as vice-president of Hamilton-Delisser, Inc., New York, newspaper representatives.

Ben Bernie Stays Put

Ben Bernie has signed a new contract for radio appearances under Blue Ribbon sponsorship.

CELLOPHANE IS WELDED TO GET NEW MATERIAL

Cleveland, O., May 13.—Another "humidor pack" campaign is forecast by cigarette manufacturers' interest in laminated cellophane, a new packaging material produced by the Dobeckmun company by welding cellophane to paper, foil or fabric.

The cigarette manufacturers are interested in a cellophane sandwich with heavy foil filling, one consideration being the economy of applying one wrapping instead of the three or four now commonly used for popular-priced cigarettes.

The unique qualities of the product and the cellophane lining are expected to suggest other advantages to copy and continuity writers.

Packers of dried fruits and vegetables, cereals and other foods commonly sold in bulk, have placed orders for the combination of cellophane and mesh.

This job affords nearly complete visibility and decorative effect, while eliminating the objection of retailers that the plain cellophane bag may break.

The new material has also prompted food packers to assemble several cans and packages of staples into "complete dinner packages" for two, four or eight.

Boston Club Weighs Rival Candidates

Carroll J. Swan, publishers' representative, heads the regular ticket of the Advertising Club of Boston, other nominees being:

First vice-president, Hal R. MacNamee, Richardson, Alley & Richards; second vice-president, A. B. Hall; secretary, Herbert Stephens, American Lithographic Co.; treasurer, Frank A. Black, Wm. Filene's Sons Co.

Directors, John L. Brummett, Hewes & Potter, Inc.; Edward C. Donnelly, Jr., John Donnelly & Sons; Metz B. Hayes, *True Story;* Walter E. Myers, National Broadcasting Co., and Leonard J. Raymond, Dickie-Raymond, Inc.

Independent candidates for directors are Herbert C. Claridge, Oliver M. Drummond, Arthur W. Fonda, Ernest L. Johnson and John C. Nicodemus. A nominating committee will also be elected.

Pilkington Leaves Electrical Paper

D. G. Pilkington, general manager of *Electrical Wholesaling*, Chicago, has severed his 12 years' connection. His future plans are indefinite.

"Citriculture" Appoints

Texas Citriculture, Harlingen, Texas, has appointed Parsons & Dempers, Chicago, mid-western representatives.

Motor Sales Increase

April sales of General Motors cars to consumers totalled 81,573, as against 48,717 in March.

New Marketing Council Formed By Detroiters

Detroit, Mich., May 13.—Perhaps illustrating a new trend, the Marketing Council has been formed here under the auspices of the Detroit Board of Commerce, with Paul M. Cramer, Campbell-Ewald Company, as one of the committee of seven members in charge. Thirty manufacturers have joined.

The preamble adopted at the organization at the Book-Cadillac said: "Since marketing problems are of foremost importance in our economic system, the Marketing Council shall concentrate on the study and dissemination of fundamental principles and methods in successful distribution."

Meetings will be held fortnightly. A. G. Sherman, Detroit Vapor Stove Co., is chairman; Leonard Sims and O. P. Baker, of the Board of Commerce, secretary and assistant secretary, respectively.

Other members of the governing committee are H. H. Blohm, R. L. Polk & Co.; R. L. Whaley, Bureau of Foreign and Domestic Commerce; T. K. Thalen, Recording & Statistical Corp., and Mr. Cramer.

Mr. Baker told ADVERTISING AGE: "It is impossible for the busy executive to read all that is written on marketing. The Council will attempt to cover problems individually and present the boiled-down facts."

Perkins Leaves Scholl; Katz Agency Appointed

R. G. Perkins has resigned as advertising manager of Scholl Mfg. Co., Chicago. J. A. Wagner is acting advertising manager.

The company has appointed the New York office of the Joseph Katz Co. for Solvex, a remedy for athlete's foot, test campaigns on which have been released in three cities. The H. E. Lesan Advertising Co. remains the general agency.

To Sell Frozen Foods

Frosted Foods Sales Corp., New York, a subsidiary of General Foods Corp., has been formed to take over the distribution of Birdseye quick-frozen foods from Birdseye Packing Co. and Pacific Frosted Foods, Inc.

DeVaux Cuts Price

Continental-DeVaux Corp., Detroit, has reduced prices from $65 to $75. The company will produce 1,200 cars in May.

Appoint Fred Kimball

Fred Kimball, Inc., will represent *Uniontown* (Pa.) *Post-Gazette* in the national field, effective July 1.

Hodges with Switzer

Guy Hodges, commercial designer, has joined George Switzer, designer, 210 Madison avenue, New York.

Display Expert Dead

Isaac Lavenson, of the Lavenson Bureau, advertising display service, Philadelphia, died last week.

DR. LAIRD SEES SWING BACK TO QUALITY GOODS

Buffalo, N. Y., May 12.—Distrust, more than any other feeling, is responsible for refusal of a large part of the public to buy, Donald A. Laird, director of the psychological laboratory, Colgate University, told the Greater Buffalo Advertising Club Tuesday. Dr. Laird's pre-eminence in his calling was officially recognized during the war, when he served as psychological examiner for the United States Navy.

There are few, indeed, who have not been betrayed by shoddy goods at "bargain" prices, he suggested, and there is a general feeling that quality has been sacrificed by manufacturers to produce a product that will meet the alleged demand for a low price.

This demand exists in few places outside the minds of manufacturers, Dr. Laird asserted. On the contrary, the title of his address, "The Trend Toward Quality," is based on a constantly rising standard of public taste, he said.

Companies which have refused to join the mad rush to produce worthless goods for a small price are, unfortunately, suffering from the public's belief that quality has been shoved into the discard.

"We must get back to quality," asserted Dr. Laird. "Americans are extravagant in normal times, but at all times they are the most fastidious in the world in their appreciation of and demand for quality."

Price of Sheets

He related a few experiences to prove this point. A New York department store, he said, bought sheets to sell for $1.15, discovering too late that the vast majority of housewives have established, in their own minds, $1.89 as the lowest price at which good quality can be bought.

Common sense must be used, even in the manufacture of quality goods, he said, telling the story of the beautiful percolator which wouldn't sell. The manufacturer discovered, too late, that the reason was that a woman couldn't get her hand in it to scour it.

"How does the housewife judge quality?" asked Dr. Laird. "By many ways, in addition to appearance. Hearing is one. The furniture with noisy springs, or utensils with squeaky hinges are doomed before they get to the retailer."

Radio, bringing fine music to the masses, is creating a new type of human being, more conscious of the ear than any which has gone before, he believes. Hence, ear or sound appeal will have growing weight.

He reiterated his belief that scent will be, however, the dominant sales feature of the future.

"Turning the page," he continued, "we find a great deal of unconscious resentment against products that do not appeal to the sense of smell. Nearly every experiment we have made has pointed unerringly to the importance of a pleasant odor as a sales attribute.

"Advertising must plead guilty to mistake after mistake," Dr. Laird concluded. "It has shouted 'Economy, economy!' while the public was crying, 'Quality, quality!'

"Economy was popular for a time, but the public long since became weary of this fetish. Advertising men apparently failed to detect the new note."

Shippers Elect "Czar"

The czar plan has been adopted by the North Atlantic Shipping Conference, Emil Lederer, New York manager of the Hamburg-American Line being elected "provisional auditor."

Studies Movie Industry

"The Motion Picture Industry in Continental Europe" has been published by the Bureau of Foreign and Domestic Commerce. The price is 10 cents.

. . going places!

For the past five years The Des Moines Sunday Register has gained an average of practically 1,000 new subscribers a month!

● 217,418 A B C

So Convenient

for advertising men that they are near the job as they crawl out of bed.

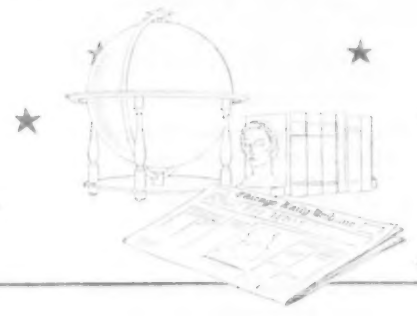
●

Furnished suites of from one to four rooms by the day, month, or year. Serving pantries, frigidaire and large closets with every suite.

●

Under Roger Smith Preferred Management

Hotel Winthrop
47th and Lexington Ave.,
New York
Tel. WIckersham 2-1400



"The newspaper is an institution developed by modern civilization to present the news of the day, to foster commerce and industry, to inform and mold public opinion, and to furnish that check upon government which no constitution has ever been able to provide."

The creed of the Chicago Tribune appearing daily at its masthead

★

In order to prosper there is no great call for a newspaper to go beyond presenting the news—promptly, accurately and entertainingly.

But for the Chicago Tribune this news requirement has been merely a starting point—a small part of its purpose. Born 85 years ago in storm, nurtured in strife, growing up with a raw, pioneer town it soon became more than a mere newspaper—a Great newspaper.

Chicago and the Tribune have grown big together. They are inseparable in purpose and ambition. They have lived and fought together for 85 years. The public has learned to rely on the Tribune "to foster commerce and industry, to inform and mold public opinion and to furnish a check upon government. . . ."

Because of the Tribune's commanding position in public confidence it has produced more outstanding advertising successes than any other Chicago newspaper. It dominates in circulation—150,000 more in Chicago and suburbs, and far more in the entire Chicago area than any other paper.

Statistical yardsticks prove the Tribune's power and performance as an advertising medium. But over and beyond that statistically proved supremacy stands the inescapable fact that the Tribune is the voice of Chicago. Which is why advertisers say:

"if you're not in the TRIBUNE you're *not* in CHICAGO"

Chicago, Tribune Square • New York, 220 East 42nd St. • Boston, 718 Chamber of Commerce Bldg.
Atlanta, 1825 Rhodes-Haverty Bldg. • San Francisco, Kohl Bldg.

GOVERNMENT TO OWN RADIO

Ottawa, Canada, May 11.—Without a dissenting voice, the House of Commons adopted today the report of the special committee recommending eventual nationalization of Canadian radio broadcasting.

Premier R. B. Bennett then gave notice that he would introduce a bill to establish a commission to control the government-operated system. The commission will be composed of three men.

Under this plan, advertising will be limited to 5 per cent of the time of any program. The change to government ownership will be made gradually over several years.

The $2 tax on radio sets will be continued.

Bureau Moves

The Chicago office of the Bureau of Advertising, American Newspaper Publishers Association now occupies the entire 28th floor of Mather Tower. The street address and telephone number remain the same.

Katterjohn's New Work

Frank E. Katterjohn, formerly of the *Baltimore* (Md.) *Post*, has become advertising manager of the *Cedar Rapids* (Ia.) *Republican-Gazette*.

Made Realty Counsel

Hanff-Metzger, Inc., New York, has been appointed by the Fred F. French Companies, New York, to direct the advertising of Tudor City, Knickerbocker Village and other real estate developments.

Report on Soviet Lumber

Data on the forest resources of Soviet Russia have been published by the Bureau of Foreign and Domestic Commerce. The price is 10 cents.

Get Semi-Made Dresses

United Advertising Agency, New York, has been appointed by Fifth Avenue Modes, Inc., New York, Semi-Made Dresses. Women's magazines will be used.

Eternal Feminine Reaches Zenith in Quest for Beauty

Chicago, May 12.—The inability of male copy writers to realize the deadly seriousness with which women embark on the quest for beauty has caused the failure of more than one cosmetic, Mrs. Patricia Gordon, vice-president and advertising manager of Princess Pat, Ltd., told the Women's Advertising Club of Chicago at its last meeting.

She advised those who think cosmetics represent feminine frivolity and can be sold with a few clever phrases, to study the disposition of the women who attend beauty lectures in department stores and to observe their insistence on exhaustive explanations.

"All women firmly believe that their success in life, all the esteem in which they are held, even their success in a career, depends largely upon beauty," she said.

"As women are pre-sold on beauty products to a great extent, they are all the more insistent on good reasons for buying a particular brand."

Mrs. Gordon said Princess Pat copy is based on the lecture method, and is roughly divided between "vanity" and corrective preparations, both types of copy frequently being used in a single advertisement. The difference lies chiefly in stimulating pride as a preliminary to selling the corrective goods.

Copy material is tested by lecture, the method being effective because women immediately indicate their interest by asking questions. All advertisements incorporate a romantic appeal in addition to the array of hard facts.

Magazine advertisements are of two kinds, general and class. The first always includes coupons, the second omits them.

Reaching Store Buyer

"We use certain class magazines because their prestige is supposed fairly to bowl over the department store buyer," said Mrs. Gordon.

"Such copy is short, the illustrations are large and the language would be Greek to the sweet and simple maidens who enjoy reading the truest stories ever printed in the truest magazines ever published."

Princess Pat's biggest copy scoop was made when competitors were stressing individual shades of rouge.

Princess Pat pointed out that the blood which brings the blush to the olive cheek is the same hue as in the fairest Nordic, and followed up this crushing argument with the suggestion that rouge be matched to costume, thereby selling several boxes of rouge where one was sold before.

NEW OUTLETS FOR ICE BOXES?

Chicago, April 22.—Low prices and simplicity of servicing of a new line has made it possible for the Grigsby-Grunow Company to adopt a revolutionary policy in the distribution of electric refrigerators.

Groceries, drug stores, hardware stores and small general stores will be sought as outlets, the company intimated.

The company believes the prices ranging from $99.50 to $149.50 will be the winning argument in a majority of the 15,000,000 wired homes not yet equipped with electric refrigeration. One model at $125, intended for use in offices and apartments where conviviality rules, comes in black porcelain with rubber tired castors. Other models are designed for average family use.

Choose French

Alco Valve Co., St. Louis, has appointed Oakleigh R. French Advertising Agency, St. Louis.

Harter in New Orleans

William T. Harter, formerly editor of *Hullaballoo*, has joined the Snider Advertising Agency, New Orleans.

TAKE THE CASE OF

S·A·U·S·A·G·E

A ZIFF SURVEY

The Ziff Company made a survey in the Negro section of Chicago on sausage. The findings are tremendously interesting. Read the score on popularity of the different well known brands.

	First	Second	Third
Parker House	39 stores	15 stores	4 stores
Uncle Jerry's	14 stores	33 stores	3 stores
Mickleberry's	0 store	2 stores	3 stores
Triangle	0 store	0 store	3 stores
Armour's	1 store	1 store	0 store

Both Parker House and Uncle Jerry's are extensively pushed and advertised in the Chicago Negro Districts. These two comparatively unknown brands have completely walked away with the Negro market from the other sausages which dominate white districts elsewhere in the same city.

And this is only one of many lines in which the inadequacy of advertising and merchandising in the Negro market has been noted. Lack of proper cultivation in the Negro market is penalizing many well known products.

There are over 11,000,000 Negroes in the Nation. They eat regularly, wear good clothes, buy cosmetics, furniture, automobiles, musical instruments and hundreds of other items.

With a well planned advertising schedule, well merchandised in the Negro newspapers, much extra volume can be secured.

W. B. Ziff Co., representing the leading Negro newspapers of the Nation, offer expert advice and cooperation to both your merchandising and advertising departments. They know the Negro market, how best to reach and win it. They are ready to provide facts and service that will enable you to increase the sale of your products in the Negro market. Facts, figures, rates and other important information will be provided on request. Write or wire.

• *The Negro Press* •

The Nation's Leading Negro Newspapers

***Represented by* W. B. Ziff Co.**

551 Fifth Avenue, New York City — 608 S. Dearborn Street, Chicago, Ill.

Member Audit Bureau of Circulations

Women in Advertising

Francis Hewett Crouse

Chicago, May 12.—Patience to serve a gruelling apprenticeship and a small boy's curiosity as to what makes it tick helped Francis Hewett Crouse to reach the goal of an industrial advertising agency of her own, the Hewett-Crouse Advertising Co.

She knew what she wanted from the beginning, but assented with fingers crossed to the family dictum that "teaching is more genteel than business." The error of not following her own judgment nearly proved fatal, for it was much harder to change from teaching to business than to start without the tag.

The first chance came with the *Traverse City* (Mich.) *Record* during vacations. After a daily stint for the Sunshine and Home Cheer departments, she was permitted to solicit advertising.

Prospects were thrown off their guard when she submitted layouts made by placing canned goods and other merchandise in position on counter tops and dashed off copy on wrapping paper while the merchants were waiting on customers.

Road to Success

In 1914, after besieging Detroit agencies, she executed a tactical retreat by enrolling in a business college. Here she lost the tag and acquired a position in the rate department of the Dunlap-Ward Agency, where she demonstrated her fitness for copy assignments by writing publicity and miscellaneous matter after hours.

Four years prior to 1920 were spent in advertising departments of Chicago national advertisers, including the Kabo Corset Company and A. Stein & Co.

Except for two years on the sales staff of the *Pasadena* (Calif.) *Star-News*, the next eight years were spent free lancing in Chicago. The disposition to work hard and to do the incidental drudge jobs, even to writing banquet speeches for the sales manager, helped to build a market for $6,000 worth of copy and service a year.

She attributes this success to having put all her energy on commissions, refraining from speculative assignments, to having worked only through agencies, and to having remained in the background, permitting the agency to enjoy the glory.

Mrs. Crouse became the manager of a small Chicago agency in 1928, starting her own business a year later. She has never lost an account and now has 15, including temperature regulators, electric transformers, laboratory supplies, office supplies, safety electric lamps and water heaters.

How She Works

She makes a hobby of market study and thinks it is the most important agency function. She reads at least one business paper in every field thoroughly, and attends as many conventions and trade shows as she can, whether or not her clients are represented.

In the search for new markets, she discovered the church and undertaking fields for a sign manufacturer. Believing air conditioning to be the next big development, she began a year ago to study the subject. Last month, the manufacturer of an air-conditioner, hearing she was an authority, offered his account.

Mrs. Crouse prefers industrial accounts because she has a natural bent for mechanics and manufacturing, likes the close relationship which makes the industrial agency almost a part of the client's business, and is not insensible to the distinction of being the only woman to head a straight industrial agency.

Pick Jury for Third Annual Outdoor Show

Chicago, May 13.—Jurors for the third annual exhibit of outdoor advertising art, to be held at Marshall Field & Co., Chicago, Oct. 6-20, have been announced by Burr L. Robbins, General Outdoor Advertising Co., chairman of the outdoor advertising departmental of the Chicago Advertising Council.

The list includes George Cain, advertising manager, Swift & Co.; Walter T. Daily, General Electric Co.; Alfonso Iannelli, Iannelli Studios; Andrew Loomis, poster artist; Haddon Sundblom, Stevens, Sundblom & Stults; W. H. Merton, president Lithographers' National Assn.;

Charles MacDougall, art director, Batten, Barton, Durstine & Osborn; Capt. H. Ledyard Towle, art director, Campbell-Ewald Co.; G. R. Schaeffer, advertising manager, Marshall Field & Co.; E. H. Turner, art director, D'Arcy Advertising Co., and Mark B. Seelen, art director, Outdoor Advertising, Inc.

The winning designs will be judged from both the art and sales viewpoint. Prizes, to be awarded in duplicate to both artist and advertiser, are being designed by Iannelli Studios.

Mr. Robbins' committee will mail entry blanks in the immediate future.

'Advertising Guide' Issued By Magazine

New York, May 12.—*The Literary Digest* has begun publication of a monthly advertising guide, containing an index to all advertisements appearing in issues of the current month.

The basic circulation will be to subscribers, but there will also be an annual distribution of some hundreds of thousands as an enclosure with letters and renewal bills, plus a million mailings to buyers of books.

The May issue of the *Literary Digest's* "Advertising Guide" contained 24 pages with a type page of 5½x3 inches. A typical listing reads:

"STOP MUSCULAR PAIN QUICKLY—Absorbine, Jr., stirs up sluggish circulation, relieves sore congestion in muscles and will not blister. Favorite among coaches and trainers for 40 years. Write for free sample. W. F. Young, Inc., 345 Lyman st., Springfield, Mass. (See Page 44—April 23.)"

"Popular Mechanics" Adds Trude and Gay

Samuel H. Trude, Jr., for 16 years with the *Chicago Tribune*, has joined *Popular Mechanics*, Chicago.

Rex Gay, recently with *Liberty*, has been named western representative.

Develop Steel Floor

A steel flooring which incorporates a multiple floor-duct system for electrical lines, has been developed by the Mellon Institute of Industrial Research, Pittsburgh, Pa.

Coming Conventions

May 16-18. Annual meeting National Industrial Advertisers' Association in Cleveland.

May 19-21. Semi-annual meeting of Association of National Advertisers at Cincinnati, O.

June 6-9. International Association of Display Men in Chicago.

June 18-19. Spring meeting Associated Business Papers, Inc., at Buckwood Inn, Shawnee-on-Delaware, Pa.

June 19-23. Annual convention Advertising Federation of America and affiliated organizations at the Waldorf-Astoria, New York.

June 20-23. Exposition of Display Equipment Manufacturers of U. S. at Hotel Sherman, Chicago.

July 5-9. Annual meeting Pacific Advertising Clubs Association at Vancouver, B. C.

July 7-9. Second annual convention Advertising Distributors of America at Hotel Stevens, Chicago.

July 18-20. Annual convention Southern Newspaper Publishers Association at Asheville, N. C.

July 19-21. Annual meeting National Editorial Assn. starts at San Francisco, then moving to Los Angeles.

Aug. 11-13. Annual convention Associated Sign Contractors of North America at Indianapolis.

Sept. 12-15. Annual convention of Financial Advertisers' Assn. at Congress Hotel, Chicago.

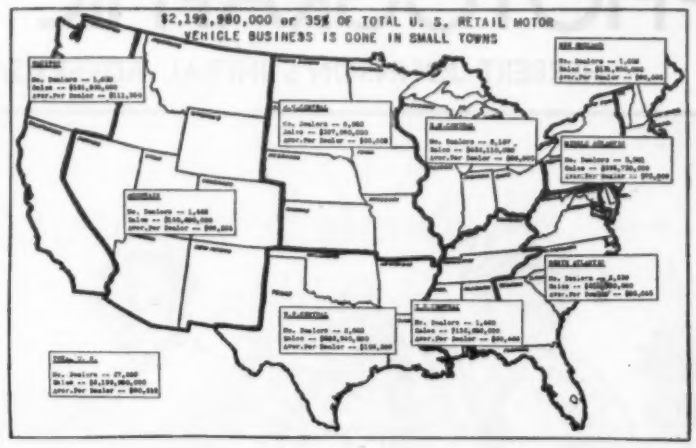
Sept. 26-29. Advertising Specialty National Assn. at New York.

Oct. 5-7. Annual conference Direct Mail Advertising Assn. at Hotel Pennsylvania, New York.

Oct. 20-21. Annual meeting Audit Bureau of Circulations in Chicago.

Oct. 27-29. Annual meeting, Tenth District, A. F. A. at Austin, Texas.

WHERE AUTOMOBILES ARE SOLD



—*Household Magazine*

Leads All Ohio Newspapers in Total Display Advertising First Four Months of 1932

AKRON BEACON JOURNAL

AKRON WELCOMES MRS. HOOVER

LINDY PILOTS PLANE TO TIP OF CONTINENT

Crowd Hails First Lady As She Arrives For Christening

CITY THRILLED BY AIR CIRCUS OF ARMY, NAVY

"First Lady" Gets Ovation Of Multitude

Reveal Beacon Journal Took Lead In Naming Zepp 'Akron'

CYRUS EATON DENIES AKRONITE'S CHARGES

AIRPORT MAGNET FOR CROWD

WITHOUT FUSS OR FUROR THE BEACON JOURNAL HAS MAINTAINED ITS CIRCULATION DURING THE PAST TWO YEARS. A CIRCULATION BUILT ENTIRELY ON THE DESIRE OF MR. AND MRS. AKRON TO BUY AND READ THE BEACON JOURNAL.

OUR DISPLAY ADVERTISING LINEAGE SUPREMACY, NOT ONLY IN AKRON, BUT IN OHIO IS THE NATURAL RESULT OF PUBLISHING AN INTERESTING, ACCURATE NEWSPAPER IN A HIGHLY RESPONSIVE MARKET.

HERE ARE THE LINEAGE FIGURES FROM MEDIA RECORDS:

Total Display Advertising First Four Months 1932

AKRON BEACON JOURNAL	3,585,992—Six Days
Columbus Dispatch	3,581,995—Seven Days
Dayton News	3,319,388—Seven Days
Cleveland Press	3,258,862—Six Days
Cincinnati Times-Star	3,128,600—Six Days

PHOTOGRAPHIC REVIEW OF THE WEEK

HERBERT JOHNSON'S INITIAL ADVERTISING CARTOON

"Saturday Evening Post" cartoonist is lured into commercial field by Shell Petroleum Corporation and J. Walter Thompson Company.

MAY SHINE IN MOVIE FIRMAMENT

Metro-Goldwyn-Mayer Pictures Corp. was so interested in Jane Harris' demonstration of how well Palmolive Beads launder Phoenix Hosiery that it summoned Miss Harris to New York for a screen test. Wolff-Cooley Studios, Chicago, made the picture for Lord & Thomas and Logan. It was Miss Harris' first appearance as a model.

ZASU COMES OUT OF THE KITCHEN

The movie star and her contribution to the Hollywood Assistance League. General Foods Corp. sent the picture to the merchandising sections of newspapers receiving its comic strip advertising.

—o—

Upper right, Harry Hayward, 62, director of the Bureau of Agriculture and Science, N. W. Ayer & Son, Philadelphia, who died May 4. He joined the agency in 1920, after many years in Government work.

—o—

Right, Rev. James Gilmore, Gonzaga University, Spokane, Wash., reveals the potency of his new hair restorer, for which Botsford, Constantine & Gardner, Seattle, are conducting a coast campaign. The product is manufactured by deaf mutes and proceeds go to the university.

WORK ENDED

Harry Hayward

GROWS HAIR

DELUXE PACKAGE FOR COTTON PICKER

Gustav Jensen designed the new container (left) for Bauer & Black's Cotton Picker. A black-lacquered metal cover makes a bid for a place on the dressing table. The design has been feminized and produced in four shades to harmonize with dressing table accessories. The package itself is broader and lower.

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

Vol. 3, No. 19 | MAY 14, 1932 | In two parts—Part 2 | Page 15

Queen City Ranks High As Advertising Center

Cincinnati, O., May 12.—When the Association of National Advertisers meets here next week, it will be the first time that it has ever held a convention in Cincinnati, and consequently local advertisers, agency executives and publishers are more than ordinarily excited.

LEFT BOWER

Stuart Peabody, vice-president of the A. N. A.

On the other hand, since it may be the first close-up which some of the A. N. A. members have had of this city, it may be in order to remind them that Cincinnati is a center of advertising of more than ordinary importance. Some of the biggest advertising campaigns in the country have originated here.

The Procter & Gamble Company, of course, is the largest advertiser in these parts, its campaigns for Ivory Soap, P. & G. White Naphtha Soap, Ivory Soap Flakes, Camay Soap, Oxydol and Crisco representing one of the major appropriations of the United States. R. F. Rogan, advertising manager, is also secretary of the company. The Blackman Company, New York, which handles all of the advertising except that for Camay and Oxydol, has an office here largely to service this account. Erwin, Wasey & Company handle Oxydol advertising, while Pedlar & Ryan, Inc., has the Camay account.

The Procter & Gamble Company is one of the hosts of the convention, as it has been a member of the A. N. A. for a long time.

Fleischmann's Start

Fleischmann's Yeast, though now a part of Standard Brands, Inc., New York, had its origin in Cincinnati.

Another important national advertiser is the Jergens-Woodbury Sales Corporation, which sells the products of the Andrew Jergens Company (Jergens lotion, toilet soap and perfumes) and John H. Woodbury, Inc. (Woodbury's Facial Soap).

Andrew Jergens is president of both companies and R. V. Beuces serves both as advertising manager. The J. Walter Thompson Company handles the Jergens account, while Woodbury's Facial Soap is advertised under the direction of Lennen & Mitchell, Inc. The joint appropriation totals over $1,000,000.

Mr. Beuces is taking an active part in the preparations for the convention, and Mrs. Beuces is assisting in making arrangements for the entertainment of the ladies.

The Crosley Radio Corporation is another advertiser who has put Cincinnati on the map, first with the Crosley radio and now with an electric refrigerator, the first advertising for which is at present in the making. G. H. Corbett is advertising manager, and the Procter & Collier Company, a Cincinnati agency, handles its account.

Other Big Advertisers

The A. S. Boyle Company (floor wax), the Drackett Chemical Sales Company (Drano), the Eagle-Picher Lead Company and the Gruen Watch Makers' Guild are the other well-known manufacturers who have done their part to make Cincinnati famous. E. L. Gouedy, advertising manager for Eagle-Picher, has been active in the arrangements for the convention.

The National Cash Register Company, at Dayton, the American Rolling Mill Company, at Middletown, and the Estate Stove Company, at Hamilton, are all in the Cincinnati zone, and rate among the leading advertisers in their respective fields.

Cincinnati advertising agencies are also among the leaders. The Ralph H. Jones Company and the Procter & Collier Company are perhaps the best known, but there are other good ones as well.

The Jones agency was the first to make America laundry conscious with its notable campaign for the American Laundry Machinery Company several years ago. It also has the accounts of the Drackett Company, Estate Stove Company, Kroger Grocery & Baking Company, whose headquarters are in Cincinnati; the United States Shoe Corporation and the J. B. Williams Company.

Has Own Building

The Procter & Collier Company's building, located on a hill at Reading road and McMillen street, is one of the interesting landmarks of Cincinnati. It has a remarkably good printing plant here as well as the usual agency production facilities.

Among its better known accounts are Champion Coated Paper Co., Crosley Radio Corporation, Globe-Wernecke and U. S. Playing Card Company. Douglass M. Allen is president of the agency.

Besides the Blackman Company, the J. Walter Thompson Company also has a branch office in Cincinnati.

Other local organizations are the Archer Advertising Agency, Julian J. Behr, Inc., Bohnett & Co., Jesse R. Harlan Company, Jesse M. Joseph Advertising Agency, Keelor & Stites Company, Paul S. Perry Advertising Agency and the Thompson-Koch Company.

Cincinnati is well served with three daily newspapers. The *Enquirer* is alone in the morning and Sunday field. The *Times-Star*, afternoon, is just completing a handsome new building which will be ready for occupancy within a few months. The *Cincinnati Post*, afternoon, is a member of the Scripps-Howard group.

In the radio field there are four stations—WLW and WSAI, operated by the Crosley Radio Corporation; WFBE, affiliated with the *Post*, and WKRC. WLW is a 50,000-watt station.

The local outdoor advertising plant is operated by Ph. Morton, one of the veterans in the field.

WILL PRESIDE

Lee H. Bristol, president of the Association of National Advertisers.

Celebrities to Tell A.N.A. What Is Needed

Buzby, Kettering, on Brilliant Program

New York, May 12.—An imposing array of business experts is scheduled to address the Association of National Advertisers at its 23rd semi-annual meeting at the Netherland Plaza Hotel, Cincinnati, May 19-21.

Most of these authorities, who will talk from their own experience in maintaining sales, will appear Friday. Thursday, the opening day of the meeting, is reserved for a closed session.

Lee H. Bristol, president of the A. N. A., will present his report to open the Friday morning session. Mr. Bristol's reports are not the cut-and-dried affairs affected by many presidents, and members have learned to get to the meeting early in order not to miss his summary.

Buzby on Program

Merryle Stanley Rukeyser, well known economist, will follow with "The Business Depression and the Way Out." The subject insures close attention from members and guests.

Stockton Buzby, vice-president in charge of sales, Procter & Gamble Company, comes next on the program. His subject is "Sales Planning That Prevents Factory Shutdown." Procter & Gamble sales have held up amazingly, and Mr. Buzby will isolate the policies and methods that have made this possible.

Bernard Lichtenberg, chairman of the executive committee, will preside at the luncheon Friday noon. Floyd Parsons will point out "Business Opportunities Now in the Making."

Friday afternoon has been set aside to provide members of the A. N. A. an opportunity to discuss problems of mutual interest at informal get-togethers. For those who wish to play golf, the necessary arrangements have been made, as recited in an adjoining column.

President Bristol will preside at the semi-annual banquet Friday evening. Hon. Russell Wilson, Mayor of Cincinnati, will be one of the speakers. Mayor Wilson, whose reputation is nationwide, rather than local, has declined several other invitations in order that he might wel-

(*Continued on Page* 21)

Cincinnati Extends Its Hospitality to A. N. A.

Cincinnati, O., May 12.—National advertisers in Cincinnati and nearby cities, who will be the hosts of the Association of National Advertisers at its semi-annual convention here May 19-21, have arranged a program of entertainment that will do justice to the far-famed reputation of the Queen City for hospitality.

The local committee, headed by Bennett Chapple, vice-president and director of publicity of the American Rolling Mill Company, Middletown, O., and E. Kenneth Hunt, advertising manager of the Champion Coated Paper Company, Hamilton, O., as co-chairmen, have worked out a schedule that will keep the advertising executives busy when they are not deeply immersed in the important business of the convention.

The other members of the local committee are Walter F. Silbersack, general manager, A. S. Boyle Company; Arthur H. Boylan, advertising manager, Drackett Chemical Sales Company; Ed Lowe Gouedy, advertising manager, Eagle-Picher Lead Co.; H. L. Tuers, director of merchandising, Gruen Watch Makers Guild; Robert V. Beuces, advertising manager, Jergens-Woodbury Sales Corporation; R. F. Rogan, advertising manager, Procter & Gamble Company; Walter Scott Rowe, merchandising manager, Estate Stove Company; and A. B. Gary, advertising manager, National Cash Register Company.

Special arrangements have been made for the entertainment of the ladies, and luncheons, bridge and other social activities are on the program for their amusement.

The official hosts of the convention are the following well-known advertisers, who are members of the A. N. A.:

Cincinnati: A. S. Boyle Company, Drackett Chemical Sales Company, Eagle-Picher Lead Company, Gruen Watch Makers Guild, Jergens-Woodbury Sales Corporation and the Procter & Gamble Company.

Hamilton: Champion Coated Paper Company, Estate Stove Company.

Middletown: American Rolling Mill Company.

Dayton: National Cash Register Company.

Thomson to Entertain

The first important social event is scheduled for the evening of Thursday, the initial day of the convention, when Alexander Thomson, president of the Champion Coated Paper Company, and Mrs. Thomson will be hosts at a party in the Netherland Studio on the twenty-third floor of the Netherland Plaza Hotel, where the convention will be held. The hours are from 9 o'clock until midnight. There will be entertainment, dancing, bridge and other card games, followed by a buffet supper.

Following the close of Friday morning's session, A. N. A. members, their wives and guests are invited to the Hyde Park Country Club. Automobile transportation will be provided. In addition to an 18-hole golf course, there are tennis courts for those who desire more strenuous exercise. Friday afternoon is the "get-together" period of the convention, and the golf course and the club-house are expected to make this feature unusually enjoyable.

Entertainment for the banquet, which will be held Friday evening, will be furnished through the courtesy of Powel Crosley, Jr., head of the Crosley Radio Company and of Station WLW. The radio broadcasters will supply three orchestras, six leading head-line acts, including a comedian, close harmony singers, blues singers and one extraordinary feature whose identity will be kept secret until the occasion arrives.

RIGHT BOWER

Bernard Lichtenberg, chairman of the executive committee, A. N. A.

The A. N. A. committee has expressed itself as very much gratified as the result of the co-operation of Mr. Crosley, and it believes that the entertainment will set a new mark for other committees to shoot at.

For the Ladies

The Cincinnati ladies' committee is composed of Mrs. Bennett Chapple, chairman; Mrs. Robert V. Beuces, Mrs. Arthur H. Boylan, Mrs. A. B. Gary, Mrs. Ed Lowe Gouedy, Mrs. E. K. Hunt, Mrs. R. F. Rogan, Mrs. Walter Scott Rowe, Mrs. Walter F. Silbersack, Mrs. Alexander Thomson, Mrs. H. L. Tuers and Mrs. William G. Werner.

Luncheon and afternoon at the home of Mrs. Alexander Thomson, College Hill, have been scheduled for Thursday afternoon. Mrs. Thomson is president of the Cincinnati Y. W. C. A. and is actively interested in the civic and social affairs of Cincinnati. Mrs. Ruth Streitz, of the University of Cincinnati Teachers' College, is to speak during the afternoon on child education and training.

Friday afternoon will be spent at the Hyde Park Country Club, where bridge and other entertainment will be provided.

After the adjournment of the meeting Saturday noon, those members whose train schedules and other demands upon their time permit are invited to pay a visit to the mills of the Champion Coated Paper Company at Hamilton, O. The opportunity offered in this trip is described in the following from the handsome "A. N. A. Hospitality Program" issued by the local committee:

"A trip through the Champion Mills for A. N. A. members is an opportunity to see an organization that is credited with being not only the largest mill in the paper indus-

(*Continued on Page* 17)

The Largest and most Brilliant Array of Radio Artists offered by a Single Station

"The Flying Dutchmen," with director William Stoess, are heard over WLW weekly.

WLW "the Nation's Station"

"The Sonneteers," who have won many friends among the nation's radio audience with their delightful musical entertainment.

The click of castanets accompanies the tangos and other Spanish airs played by the WLW "South Americans."

THOSE attending the Convention of the Association of National Advertisers in Cincinnati this month will have an unusual opportunity of judging some of the excellent talent of Radio Station WLW. The stars shown at the right will appear in person to provide entertainment during the convention. Their services have been donated by the station. These artists and others equally prominent appear almost daily over WLW, exclusive of chain programs, and make up the largest, most versatile and brilliant radio group maintained by any single radio station. Their work on the air has won the hearts of listeners everywhere and has produced phenomenal results for WLW advertisers.

WLW PROGRAMS

These representative WLW programs are produced exclusively by WLW players and artists from the WLW studios, in Cincinnati.

"The Trial of Vivienne Ware," dramatic production, for the Standard Oil Company of Ohio.

"Peanut Pietro," dialogue, for Planters Nut and Chocolate Company.

"Bathed in Loveliness," music emotional, for Bathasweet.

"The Dayton Thoroughbreds," light opera, for the Dayton Tire and Rubber Company.

"The Zero Hour," with narrator, for the Crosley Refrigerator Division.

"Kruschen Program," deep river orchestra with fast vocal trio, for Kruschen Salts.

"International Old Bill," rural music and philosophy, for International Oil Heating Company.

"Maxwell House Cotton Queen," minstrel type show boat setting, for Maxwell House Coffee.

"Ivanhoe Playhouse," review type vaudeville setting, for the Ivanhoe Mayonnaise Company.

"Jim and Walt," personality harmony duo, for the Alabama Georgia Syrup Company.

"The San Felicians," minstrel type without endmen, for the San Felice Cigar Company.

"The Flying Dutchmen," over the blue network, for The Crosley Radio Corporation.

"The Crosley Follies," New Yorker style review, with music and master of ceremonies over special network.

"Centerville Sketches," rural dialogue, for Hires Root Beer.

"Old Man Sunshine" and his "Toy Band," juvenile production, character, novelty, orchestra, for Wheatena, Peter Pan Fabrics and E-Z Underwear.

"The Mail Pouch Sportsman," sports review, for Mail Pouch Tobacco Company.

"The Afternoon Round Table," for Dryodine Food Products.

"Tangee Musical Dreams," musical fantasy with Don Juan type master of ceremonies, for Tangee Lipstick.

"Pebeco Exercises," physical instruction with light philosophy and music, for The Pebeco Company.

In the interest of its clients and as part of its service, WLW maintains a group of highly trained, field men who constantly contact wholesale and retail outlets. These men show dealers how to use the power of broadcasting to move goods off their shelves; instruct and advise them in the best ways to tie-in with advertisers' programs; are the means of introducing and establishing advertisers' products in new territories. This plan was pioneered by WLW and has been found to be the most effective means of bringing home to the dealer the true value of air advertising. The results that have been obtained for WLW advertisers are phenomenal. Let us tell you more about WLW and its operations in our free, 72-page portfolio. Send for it.

The wit and humor of Pat Harrington, WLW tenor and Master of Ceremonies, is eagerly listened to by a vast radio following.

"Highnoon" the "radio dog" is one of the most interesting and unusual features of WLW.

The Morin Sisters add spice and variety to many WLW programs.

Mary Steele, WLW "blues contralto" has won the hearts of radio listeners everywhere.

The famous Sidney Ten Eyck is known all over the country for his inimitable wit. As Master of Ceremonies for "The Doodlesockers" he shows unusual talent.

"Ramona" stands among the most distinctive pianists in radio. Her rich voice has unusual tone and depth that carries extraordinarily well over the air.

Near the Center of the Dial — WLW — *Near the Center of Population*

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., *President* CINCINNATI

Cincinnati in Readiness To Greet A.N.A

(*Continued from Page* 15)

try, but the most modern in organization, equipment and buildings.

Progress in Paper-Making

"As members of the A. N. A. are directly concerned with the use of paper, the suggestion for this trip is inspired by the fact that here is an opportunity to observe conditions of paper making at its source—that source being an example of the extent to which all progress in paper-making has been developed.

"Here you will see paper-making in practically all of its phases, covering all kinds of papers which advertisers customarily use.

"This trip will not be a stereotyped guided excursion through a large manufacturing plant. It will be under the direction of Alexander Thomson, the president, and other department heads. Naturally, it will be only an impression, but it will not only give you an opportunity to learn of modern conditions in paper making, but will be an interesting two hours as well.

"Ladies also are invited."

The Champion Mills will be the hosts at a dinner at the studio apartment at the Netherland Plaza following the trip of the afternoon.

All of the plans for the entertainment of A. N. A. members and their guests have been presented by the local committee in a handsome booklet, beautifully illustrated, and printed in two colors. It was designed and produced by the Procter & Collier Company, one of Cincinnati's leading advertising agencies.

Special Rates On Street Cars Help Business

Cincinnati, O., May 12.—Bargains in transportation are being offered not only by the railroads, but local transit lines as well.

The Cincinnati Street Railway has announced that every Wednesday hereafter will be featured with a "shoppers' special," and that from 10 o'clock in the morning until 4 o'clock in the afternoon anyone boarding an inbound car will be given a ticket permitting him to ride without paying an additional fare on any outbound car within that period.

The regular street-car fare in Cincinnati is ten cents, so that this is a half-fare rate. Even the five-ticket rate is nine cents.

The Wednesday shoppers' special was developed in co-operation with the local merchants, who have found that this is not ordinarily a good shopping day. The street railway company will furnish logotypes for use in newspaper and other advertising, and is using posters in the street-cars advertising the feature.

While the department stores in the neighborhood of Fountain Square are expected to profit largely, the plan will be of service to neighborhood stores as well, as it is pointed out that passengers are not required to board or leave the cars at any particular points on the lines.

San Francisco Club Issues Annual Report

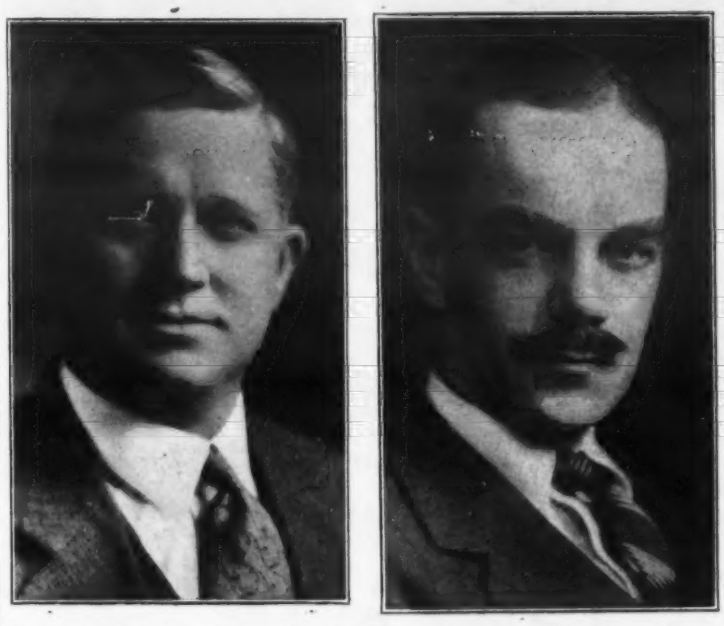
A printed annual report, comparable in appearance to that issued by corporations, has been issued by the San Francisco Advertising Club.

It reviews club work of the year, concluding that "the club occupies an important place, not only in organized advertising, but in civic and business life as well."

Name Behel & Harvey

Behel and Harvey, Chicago, have been appointed by Van Cleef Bros., Dutch brand friction tape. They will use general magazines, trade papers and direct mail.

CO-CHAIRMEN OF ENTERTAINMENT COMMITTEE



Bennett Chapple, vice-president and director of publicity, American Rolling Mill Co., Middletown, and E. Kenneth Hunt, advertising manager, Champion Coated Paper Co., Hamilton, O., who are directing the preparation of cheer for travelers to the A. N. A. meeting.

Is Trade-Mark Available? U.S. Service Tells

Cincinnati, May 12.—The United States Printing & Lithograph Company has developed a service of unusual value to advertisers in its trade-mark section. It undertakes to report on the availability of any trade-name proposed for any product, its records here being so complete as to enable the service to be given promptly.

C. W. Browne is manager of the marketing service of the company, which is making a number of studies of interest to advertisers, including window-display practice, packaging methods, etc.

He is teaching a course in marketing at the University of Cincinnati.

Noyes Will Quit— But Not Until 1933

Earl C. Noyes Advertising Agency, Chicago, will go out of business May 2, 1933, Mr. Noyes announced this week. He started the agency five years ago, specializing in proprietary medicines.

While Mr. Noyes will spend much of his time in New England, he will maintain headquarters at 6530 Woodlawn avenue, Chicago, to service certain accounts and act as counsel to agencies.

Hold Hotpoint Contest

Edison General Electric Appliance Company, Chicago, is offering dealers $50 and $25 in cash for the best windows installed from May 15 to June 30. Almost 1,200 entered the Christmas window display contest.

First Kroger Equipage Back On the Streets

Cincinnati, O., May 12.—Old residents of Cincinnati have been rubbing their eyes lately when they have seen a horse-drawn wagon, carrying the name of B. H. Kroger, wending its way through the streets.

It is painted a bright red, and has a bell which attracts attention to the fact that Kroger has good groceries to sell from his wagon.

This reproduction of the original merchandising equipment of the founder of the Kroger Grocery & Baking Company is one of the features of the 40th anniversary celebration of the big chain-store organization, which has its headquarters in Cincinnati.

Charles H. Shoenberger is advertising manager.

Minneapolis Women Elect Miss Myers

Margaret Myers, advertising manager of Young-Quinlan Co., was elected president of the Women's Advertising Club of Minneapolis, succeeding Aurilla Smith, Journal Printing Co. Other officers:

Vice-president, Lida Jury, *Minneapolis Journal;* secretary, Genevieve Simonett, Herr-Yarnell, Inc.; treasurer, Helen Brown, McCord Agency.

Get Machinery Account

Mackintosh-Hemphill Co., Pittsburgh, heavy machinery, etc., has placed its account with Ketchum, MacLeod & Grove. Trade papers and direct mail will be used.

TWO OTHER MAINSTAYS OF A. N. A.

W. Arthur Grove, vice-president and Paul B. West, who recently became managing director.

A.N.A. to Have 22nd Birthday June 10, 1932

Started with 17 Members; 300 Now

New York, May 12.—The Association of National Advertisers, Inc., holds the unique distinction of being the only national organization in the United States restricted to advertisers. While others, more catholic, have their place in the scheme of things, the A. N. A.'s growth in size and influence testifies to the value it has rendered.

The A. N. A. has reached manhood's estate. It was born in Detroit in June, 1910, and will thus come to its 22nd birthday next month.

The 17 men who participated in the initial gathering and became charter members have expanded to approximately 300 companies which spend a large percentage of the money invested annually in national advertising.

The association's own story of its objectives says:

Ideals of Founders

"These 17 men decided that the thing they needed was a forum where the problems of the buyer of advertising could be discussed intimately and impartially.

"A place where one could hear the inside experiences of his fellows and profit thereby. An organization which would express the voice of all of them and which thereby might become a power in achieving some of the reforms they saw to be necessary in advertising.

"So they founded the Association of National Advertising Managers, later to be changed to the Association of National Advertisers, Inc., now familiarly known as the A. N. A.

"When it became apparent that the issues on which the association could be helpful pertained as often to sales and merchandising as to advertising, and they could not be dissociated, the association broadened its membership eligibility to allow the entrance of sales managers, presidents, and other executives.

"In 1915, the association was incorporated under the new name. Membership was changed to that of companies instead of individuals with the proviso that some member of the company should act as representative in the organization.

"Still later, in response to a definite demand, associate memberships were created so that subsidiary companies or other executives might enjoy the benefits of the association upon payment of a nominal fee."

Activities Broadened

No matter how resourceful the original 17 members were, they could hardly have foreseen the growth of the A. N. A. and the wide range of activities the organization has assumed.

It turned first to the big problem of bringing order out of the chaos which enveloped circulation statements. Members demanded proof that publications really had the coverage they claimed to possess. Their insistence created so much interest and discussion that the Audit Bureau of Circulations finally came into existence in 1913 under the protecting wing of the A. N. A.

Next came a survey of the farm field, one of the most comprehensive of the kind ever made. The A. N. A. followed this with a study of window display installation service.

Other accomplishments included a comparison of national and local newspaper rates, a study of special editions, and co-operative checking of broadcast programs.

The association is now studying magazines as an advertising medium, planning to include all known facts in a report which will be a practical handbook. It is also studying street car cards, vertical co-operative (50-50) advertising and advertising budgets.

ADDRESSES CLUB

P. J. Kelly, vice-president of the A. N. A., provided the prelude to the A. N. A. meeting by addressing the Advertisers' Club of Cincinnati Wednesday.

Always on Alert

The A. N. A., has created the largest advertising files in the world, so that it can and does answer almost any question the advertising manager can propound. It keeps a sharp eye on developments and advises members of opportunities and threats through a "News Bulletin," published weekly. It has been an implacable foe of "sales by legislation," and has fought every effort to place a tax on advertising, the life blood of business.

It maintains a central bureau of research to file and classify all documents of this nature.

Lee H. Bristol, vice-president of Bristol-Myers Co., New York, is serving his second term as president of the A. N. A. He shares that honor with only one other, E. St. Elmo Louis, who was the organization's first and second president. Other officers:

Chairman of the executive committee, Bernard Lichtenberg, vice-president, Alexander Hamilton Institute, New York; vice-presidents, Stuart Peabody, The Borden Co., New York; W. A. Grove, Edison General Electric Appliance Co., Chicago, and P. J. Kelly, B. F. Goodrich Rubber Co., Akron, O.

Directors are, besides Mr. Lichtenberg, A. T. Preyer, Vick Chemical Co., Greensboro, N. Car.; Guy C. Smith, Libby, McNeill & Libby, Chicago; Arthur H. Ogle, Bauer & Black, Chicago; Allyn B. McIntire, Pepperell Mfg. Co., Boston; Gates Ferguson, International Telephone & Telegraph Corp., New York; Allan Brown, Bakelite Corp., New York; Bennett Chapple, American Rolling Mill Co., Middletown, O.;

Turner Jones, Coca-Cola Company, Atlanta; Cliff Knoble, Chrysler Corp., Detroit; William A. Hart, E. I. du Pont de Nemours & Co., Wilmington, Del.; W. L. Schaeffer, National Tube Co., Pittsburgh; and William B. Griffin, International Silver Co., Meriden, Conn.

Paul B. West, former advertising manager of the National Carbon Company, recently succeeded Albert E. Haase as managing director.

Pulitzer Prize to "Indianapolis News"

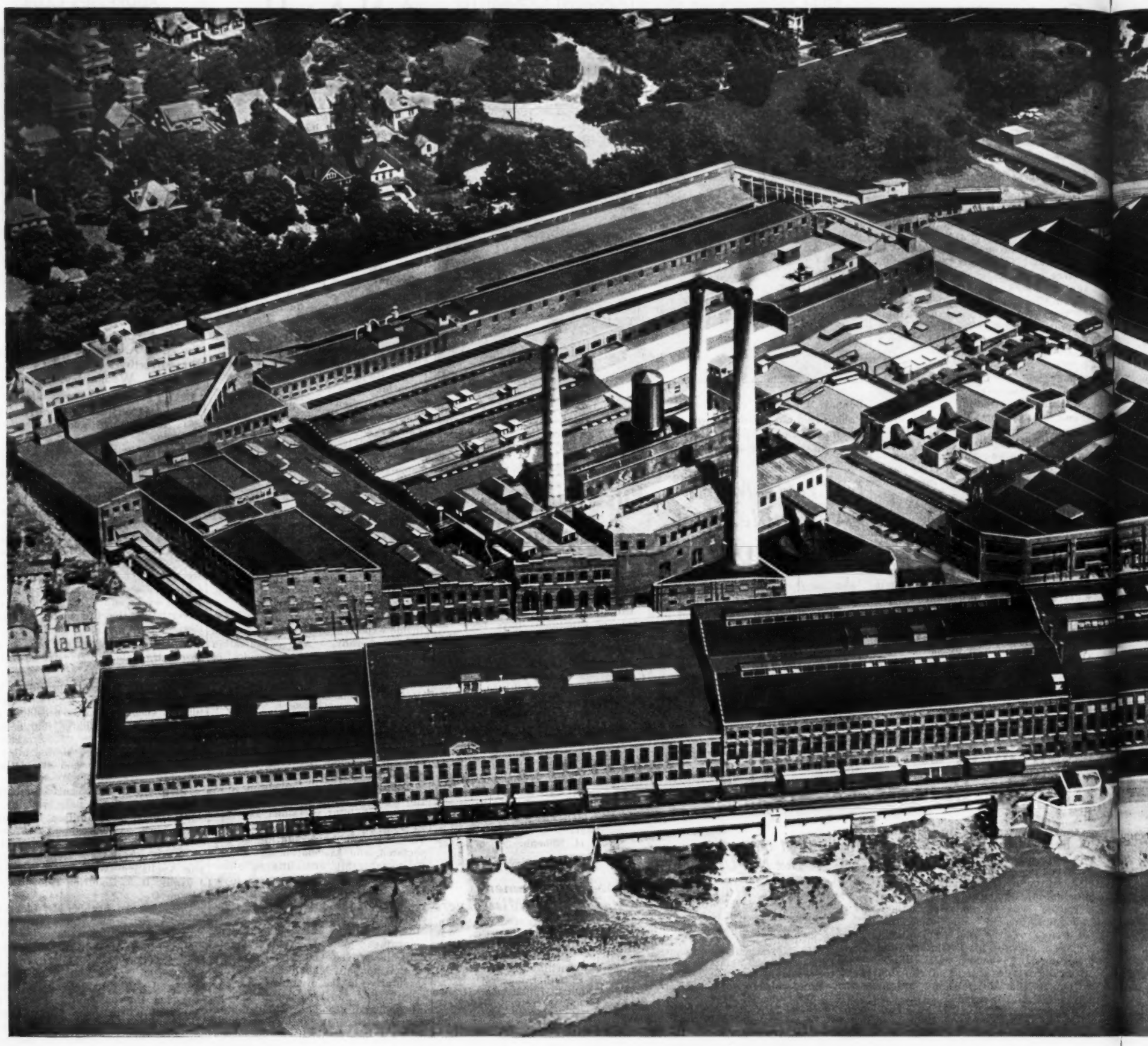
The Pulitzer Prize in Journalism for the most disinterested and meritorious service by an American newspaper in 1931 was awarded to the *Indianapolis News* last week by Columbia University.

A campaign to eliminate waste in city, county and state management and to reduce the tax levy was the basis for the award.

Ex-Publisher Turns Advertising Agent

F. R. Sullivan, one time publisher of the *Bloomfield* (Iowa) *Messenger*, has turned advertising agent.

He has opened up at 320 W. Sixth St., Ottumwa, Barker Produce Equipment Company being his first account.



The CHAMPION COATED PAPE

A Member of the ASSOCIATION OF NATIONAL ADVERTIS

Welcomes A. N. A. Members and Guestt

AFTER the adjournment of the meeting Saturday noon, those members whose train schedules and other demands upon their time permit, are invited to pay a visit to the mills of The Champion Coated Paper Company, Hamilton, Ohio.

A trip through the Champion Mills for A. N. A. members is an opportunity to see an organization that is accredited as being not only the largest paper mill in the paper industry, but the most modern in organization, equipment and buildings. As members of the A. N. A. are men who are directly concerned with the use of paper, the suggestion for this trip is inspired by the fact that here is an opportunity to observe conditions of paper making at its source—that source being an example of the extent to which all pr in Here you will see paper maki ract papers, which you, as adverti sto

This trip will not be a typed turing plant. It will be unde dire and other department heads i as division. Naturally it will o n i to not only learn of modern cons ing two hours. Ladies are a ted.

EI COMPANY

RTI.S

stto Cincinnati

all pr in modern paper making has been developed. maki ractically all of its phases, covering all kinds of dvertis stomarily use.

be a ped guided excursion through a large manufac- unde direction of Alexander Thomson, the President, eads it as the number of visitors will allow for group ill on impression but it will give you an opportunity dern ons in paper making, but it will be an interest- are al ted.

Orille Rhoades New Matrix Club Leader

Orille Rhoades was elected president of the Matrix Club, made up of professional writers, many in the advertising field, in Chicago last week.

Tillie Solfermoser is vice-president; Eleanor Wolf, treasurer; Bess Dobson, corresponding secretary; Susan Dibelka, recording secretary; Hazel Duncan, member-at-large.

Rockne Sales Gain

Sales of Rockne Motor Corp., Detroit, for the first 20 days of April were 140.4 per cent above March, George M. Graham, vice-president, reported.

Offer "Kleen Wipes"

Kleenex Co., Chicago, has developed "Kleen Wipes" to meet the demand of beauty parlors and others for a small disposable tissue. The new sheet is 5x9.

Outdoor Men to Meet

Outdoor Advertising Association of Iowa will hold its annual convention at Hotel Savery, Des Moines, May 23-24.

Changes to Monthly

Plumbers' Trade Journal, New York, will change from a semi-monthly to monthly with its June issue.

SKYLINE OF CITY WHICH PLAYS HOST TO A. N. A.

HOME OF THE PROCTER & COLLIER CO., CINCINNATI

SIR, *you are very welcome to our house;*
It must appear in other ways than words,
Therefore I scant this breathing courtesy.

—MERCHANT OF VENICE

We shall not enlarge upon this utterance except to add that this, our welcome, is extended to every A. N. A. member who comes to Cincinnati for the convention.

It is our pleasure to serve a number of A. N. A. members. These, of course, are assured that every facility of our organization is placed at their disposal.

To all others we say: Our house is on the hill. It is cool and airy. We have a conference room called Advertisers' Hall that is probably the equal of any similar room in the country. We know a lot about Cincinnati—where to go and what to see. The use of this house and this hall and this knowledge is yours for the asking. Phone that you are coming and we'll send a car for you.

Douglas M. Allen

PRESIDENT

THE PROCTER & COLLIER CO.

CINCINNATI .... *Phone,* WOODBURN 3331

High Quality Held Essential To Programs

Crosley Opposes Overdose of Ballyhoo

Cincinnati, O., May 12.—Powel Crosley, Jr., president of the Crosley Radio Corporation and head of Station WLW, is one of the pioneer builders of receiving sets and operators of broadcasting stations. He has some very definite ideas as to how radio broadcasters can get the maximum value from their use of the radio, and talked frankly on this subject in an interview with ADVERTISING AGE.

"The advertising content of radio broadcasts should certainly be restricted," he said. "When the advertiser overdoes it, he is using just as poor taste as a business man would do if he attempted to inject sales talk into an after-dinner conversation.

"I believe the chief value of broadcasts is to build good-will, just as business men have used entertainment as a sales help through personal contacts for generations. If the commercial content of the program becomes objectionable, then the advertiser destroys the very thing he is trying to create.

"The advertisers and the broadcasting stations, however, are fully capable of applying the necessary restrictions, and I do not believe that Federal regulation is either needed or desirable. While some general suggestions from the Federal Radio Commission would be helpful, I am confident that advertisers and stations will work out the problem to the satisfaction of the public, which after all will be the final arbiter.

Problem of Station

"Public favor can slip rapidly from a broadcasting station, and no station, therefore, can be indifferent to the type of commercial content used in its programs.

"That is why I believe stations must be prepared to check and edit programs and electrical transcriptions sent to them for broadcasting, to make sure both of the quality of the program and of the correct type of commercial appeal. Some of the leaders in this field can be depended on to deliver high-class broadcasting material, but other programs and transcriptions need careful checking.

"The station which is careless in this respect runs the risk of alienating a large percentage of its audience. In even a few days a slipping of program quality will have its effect. The station has such a big stake in quality programs that it must work with advertisers to maintain high levels of artistic content and at the same time restrict commercial announcements to the limitations dictated by good taste."

Mr. Crosley's views on the use of broadcasting as an advertising medium are constantly checked and rechecked through the presentation of the company's own products, receiving sets and electrical refrigerators. In presenting the latter, for instance, although the price of $99.50 is a big feature, only one reference to it is made in any one broadcast. Frequent reference to the price, he believes, would be objectionable.

Mr. Crosley was one of the first broadcasters to see the possibilities of super power for radio stations. His first station was 50 watts; the present equipment of WLW is 50,000 watts. He was asked if any further development in station power is possible or likely.

"I see no reason why growth and development in this direction should not be continued," he said. "Each station has a cleared channel, and if it does not utilize its opportunities to the fullest extent, there is a blank spot on the dial for listeners in many parts of the country.

"Sufficient power should be provided to enable the station to reach listeners all over the United States, and this, with modern equipment, can be controlled without interference with stations on other wave lengths."

Harmon President of Fort Worth Club

Paul J. Harmon, advertising manager, Texas Electric Service Co., was elected president of the Fort Worth Advertising Club at the annual meeting. Homer Belew, local advertising manager, *Fort Worth Star-Telegram*, is first vice-president and Burton Lyons, secretary-treasurer, Albert Evans Advertising Agency, second vice-president.

On the directorate are George Bennett, Northern Texas Traction Co., retiring president; E. C. Whitcomb, Lone Star Gas Co.; Dewitt Morgan, North Texas Advertising Co. (outdoor); and Miss Phyllis Pope, W. C. Stripling Co, department store.

Palm Beach and Babbitt on Columbia

Initial broadcasts of two new programs will be heard over WABC-Columbia networks next week. Goodall Worsted Co., Sanford, Maine, goes on the air May 19, over a southern network. The program, produced by L. S. Goldsmith, New York advertising agency, will start weekly and develop into semi-weekly hearings.

May 20, B. T. Babbitt, Inc., New York, will start its "Bab-O Bright Spot with the Singing Grocer" series, a weekly presentation, through Peck Advertising Agency, New York.

Representatives End Sessions with Agencies

The Newspaper Representatives Association of Chicago held the last of a series of joint meetings with agencies Tuesday.

Agencies represented include Henri, Hurst & McDonald; Blackett-Sample-Hummert, Inc.; Carroll Dean Murphy, Inc., Mitchell-Faust-Dickson & Wieland; Green, Fulton, Cunningham Co. and Matteson-Fogarty-Jordan Co.

Boulton Art Director for J. Walter Thompson

Fred Boulton has returned to the J. Walter Thompson Co., Chicago, this time as art director, after serving Art Directors' Service.

He succeeds Walter L. Stocklin, who has joined Benton & Bowles, New York.

Paper for Printers

B. F. Chittick has started *Printing Journal of Chicago* at 608 S. Dearborn St. It is a weekly.

"Seed World" Moves

Seed World, Chicago, has moved to 325 W. Huron St., after many years on the near South Side.

Ordered to Purchase Michigan-Made Goods

Lansing, Mich., May 13.—The State and all subdivisions are ordered to buy Michigan-made goods in a strong resolution adopted by the Legislature.

Failure to follow this command will result in curtailment of appropriations, the legislators intimated.

Here Is List Of Notables to Address A.N.A.

(*Continued from Page* 15)

come the A. N. A. to Cincinnati in person.

Kettering to Return

C. F. Kettering, president, General Motors Research Corporation, and vice-president, General Motors Corporation, will come last, although he can scarcely be placed in that position from other than a chronological viewpoint. Mr. Kettering is probably the foremost research man in a nation which is placing more and more reliance on research. His subject is "Seeing the Need Before the Public Does."

Entertainment will conclude the banquet.

Stuart Peabody, vice-president of the A. N. A., will preside at the Saturday morning meeting. He will introduce, first, Charles R. Hook, president, American Rolling Mill Co., another marketer of note. Mr. Hook will tell "How a Modifying of Government Restrictions on Business Laws Would Help to Restore Profitable Marketing."

"Sound Circulation, the Basis of Proper Rates," will be discussed by a speaker to be selected. The title guarantees an adequate audience.

Cory & Kolbert Move

Cory & Kolbert, public relations counsel, have moved from 360 to 225 N. Michigan avenue, Chicago. Val Phelan has become director of sales and Carl Riblet has joined the editorial staff.

"MORE, MORE!"

This cry caused C. F. Kettering to play a return engagement before the A. N. A.

Buy Eastern Electrotyper in Expansion

Cincinnati, May 12.—The Rapid Electrotype Company, one of the largest and best known houses in its line in the country, has recently expanded by taking over the plant of the Atlantic Electrotype & Stereotype Company in New York.

R. T. Allen, who has been head of the Atlantic company, is now general manager of the New York office for Rapid.

The Rapid Electrotype Company is headed by W. H. Kaufmann, and has offices in Philadelphia, Chicago and Detroit, as well as in New York.

Moran Leaves "News"

After 18 years with the *Cleveland News*, George F. Moran has sold his interest and retired as chairman of the board.

New Coast Agency

Mildred Van Voorhis, formerly with Young's Advertising Agency, San Francisco, has hung out her shingle at 222 Kearny St.

It's a Return Engagement for C. F. Kettering

Cincinnati, O., May 12.—Charles F. Kettering, vice-president and director of the General Motors Corporation, who is on the banquet program for the A. N. A. convention here next week, is now one of the most popular speakers and writers on advertising, business and similar topics in the country, but the A. N. A. is given credit for having discovered his talents in this direction.

Mr. Kettering spoke several years ago at a Detroit convention of the A. N. A., and made a tremendous hit by the frank manner in which he debunked advertising and told the assembled national advertising executives just what was wrong with their stuff. Since then he has been in big demand by other organizations, and last June made the hit of the convention at the meeting of the Advertising Federation in New York.

Now he is writing for *The Saturday Evening Post* and other publications, and is running Will Rogers a close second as an exponent of homely philosophy which rings the bell in these days of depression.

Admirers of the General Motors research chief are predicting that his speech will be one of the features of the Cincinnati convention which will be longest remembered.

Flanigan to "Post"

Charles W. Flanigan has joined the local advertising department of the *New York Evening Post*. He was formerly with the *New York American*.

CHARMING TRIO TO ENTERTAIN A. N. A.

Here are the Morin Sisters, Pauline, Evelyn and Marjorie, of the staff of Station WLW. Don't be deceived by the instruments—they not only play, but have magnificent voices.

Cincinnati is the home of The Rapid Electrotype Company, the largest plant of its kind in the world.

A Special Invitation to A. N. A. MEMBERS

WHEN you come to Cincinnati for the A. N. A. Convention, visit the largest electrotyping plant in the world — that of The Rapid Electrotype Company. A special welcome will be accorded you, whether you come individually or in groups. The doors will be flung wide open for you, and you will have an opportunity to see for yourself how some of the largest national campaigns are handled. It will be a pleasure for Rapid to show you how mats, stereotypes and electros are released simultaneously all over the country when big advertising news breaks.

You will be especially interested in seeing in process, and having explained to you, the new Rapid Plastic Mats for four-color newspaper advertisements.

No mere "trip through a plant" this visit of yours, but a carefully directed exposition of all that is modern in the field of electrotyping and allied arts. Every effort will be made to make the visit of unusual interest and value to you.

THE
RAPID ELECTROTYPE CO.
CINCINNATI

Just a little job of meshing a few gears, putting in a few new springs, greasing the works—and away she'll go again—*JUST AS GOOD AS NEW*

WHY—from the way we're all acting, you'd think this was the very FIRST time the world ever stopped! When you come to think of it, how about 1837? How about 1873? How about 1907? How about '21? And right after 1921 bricklayers started wearing silk shirts, washerwomen came to work in sedans, and we had more money than we ever had in our lives.

The trouble is we're staking too much on statesmanship—banking too much on bankers—waiting for a MIRACLE! Whereas, now as ALWAYS, the answer has got to come from just plain, old-fashioned pioneer THINKING.

The sort of thinking that took a pair of pliers and a piece of copper wire and built the ELECTRIC AGE —a few kite sticks and scraps of muslin and gave us AVIATION. Henry Ford in his overalls, puttering around in the back end of a machine shop. That's the sort of thing we need today.

And LISTEN!

Right now, hundreds of thousands of unknown Edisons are humped up over work benches in the basements of mansions, in attics, in the back end of alley garages—joyously putting things back together again.

Don't worry—now as ever, INVENTIVE GENIUS will make up for all the mistakes of the experts. And somewhere, this minute, someone has already evolved "The next great step forward" and upward that will lift us—out of this depression.

They're working alone—but they're THINKING together.

And the common bond between them, make no mistake, is POPULAR MECHANICS—their magazine.

Every month five hundred thousand and more never-resting, curious, receptive minds devour it—page by page—paragraph by paragraph—picture by picture—licking up the last crumb.

No magazine in the world is read like Popular Mechanics.

No magazine in the world has such a clientele of THINKERS.

No magazine has ever made such an impress on the industrial and economic history of our country.

And, you wait and see! When this thing is all over and the old world is again spinning merrily along —straight, simple, ruthless thinking will have done the job—the type of thinking that gets its inspiration out of POPULAR MECHANICS.

POPULAR MECHANICS
MAGAZINE

CHICAGO
Popular Mechanics Building
200 E. Ontario Street

NEW YORK: Empire State Building DETROIT: General Motors Building BOSTON: 35 Newbury Street